

The MANUFACTURING CONFECTIONER

JUNE 1927

N. C. A. Convention Report Number

"THE past year and the present one have been full of perplexing problems, some of them of our own making, others caused by changes in methods of distribution and new demands and others by general conditions. It is our function as an association to help the individual manufacturer in his solution by cooperative action. Cooperation along constructive lines is a very difficult thing to promote. Not all our troubles are capable of cooperative solution but there are many things we can do if we will work together. We are hoping at this convention to find a remedy."

From President's Address by
V. L. PRICE

The PATHFINDER
in the
Gelatine Industry



A Certificate
of ANALYSIS
with every delivery

DEFT

The GELATINE that PROVES its QUALITY

Perfect Gelatine

"The Triumph of a Principle"

Users express great satisfaction with
the quick and easy solubility and
uniform melt-down quality of DEFT.
No balling or lumping.

Maintain the quality of your products by
using **DEFT GELATINE**.

Harold A. Sinclair

DISTRIBUTORS

ALABAMA

Birmingham—Mayer-Blanke Company, 1805 First Avenue, North

CALIFORNIA

Los Angeles—Jell-Well Dessert Co., 6442 East Olympic Boulevard
San Francisco—Permanent Food Products Corporation, 578
Folsom Street

CANADA

Toronto—Bovon Company, Limited

ILLINOIS

Chicago—Frank E. Woods (Mfr. Chicago Branch), 122 N. Market St.
—J. W. Allen & Co., 118 N. Fourth Street

MASSACHUSETTS

Boston—Francis A. Crotty, 40 Court Street
—H. A. Johnson Company, 721 State Street

MARYLAND

Baltimore—C. E. Riddle, Emerson Towne

MINNESOTA

St. Paul—O'Brien & Bushnell (Mfrs. St. Paul Branch),
2284 University Avenue

MISSOURI

St. Louis—Mayer-Blanke Company, 619 Valentine Street

TEXAS

Dallas—Mayer-Blanke Company, 318 N. Preston Street

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

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The Annual Banquet—N. C. A. Convention, Atlantic City, May 26, 1927

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Candies Without Flavor

The Latest Novelty

IMAGINE the effect of such a slogan on your business—and on the consumer! Suppose you simply left the flavor out and said nothing about it! He rightfully expects flavor in a candy—would feel defrauded if it weren't there. As well sell candy which isn't sweet—for to the public, uninformed in the ways of candy-making, candy is simply **flavored sweetness**.

Every candy is **sweet**—even the cheapest, and it doesn't take any particular skill to make it so. The **flavor** is what **lends distinction**—and **distinguished** your goods must be for success in these days when over-production spells ruin to makers of **average** "good-enough-to-get-by" quality.

The **flavoring** of candy is as much of a science as is **making** it—both are tasks for an expert. Nature provides the models but fails to show the way for reproducing her own inimitable flavor effects in confections of man's making. This is man's job and we have studied it intensively for over fifty years.

Nature and Science, hand-in-hand, have evolved in our Laboratories flavoring groups to give optimum results in every type of present-day confection.

Don't spoil your own creations with mediocre flavors. Good ones—carefully chosen, cost a little more, but are worth it.

Send for our complete descriptive Catalog.

Or better yet, tell us your problem and let us prescribe for it. No obligation incurred.

FRITZSCHE BROTHERS, INC.

"A FLAVOR FOR EVERY PURPOSE"

82 Beekman Street
NEW YORK

118 West Ohio Street
CHICAGO

TORONTO
Fritzsche Brothers of Canada, Ltd.
93 Church Street

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The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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Unco Simile Fruit Flavors

(IMITATION)

Natural fruit flavors are impractical and unsatisfactory for use in many confections since, whatever their delicacy of flavor, they lack strength and do not impart their character to the finished product unless fortified in some way. For the candy maker their place is admirably filled by

Unco Simile Fruit Flavors

These valuable materials are as close to nature in flavor as expert attention and long experience can make them and have the additional merit of high concentration.

To employ them is to insure economy in manufacturing costs and satisfaction in results.

UNGERER & CO.

124 West 19th Street

NEW YORK



SILKOTE

"A Super Creme"

The Positive Ripener
and
Trouble Eliminator
Prevents—

*Leaking
Souring
Bursting
Fermentation*

Eliminates Graining of Centers
Keeps Centers Moist and Soft
for an Indefinite Period

A fifty pound can, together with formulas and
full particulars, will be sent you on trial.

SETHNESS COMPANY

659 Hobbie Street
Chicago

1133 Broadway
New York



ADDING TENDERNESS TO CARAMELS AND TOFFEES

Caramels are first cousins to Toffees. In the United States Caramels rank first in the chewing candy group while in Great Britain Toffees stand first.

Caramels and Toffees to be of ideal quality must be tender.

Nulomoline not alone adds tenderness but also controls graining and checks rancidity.

We have a wide variety of formulas and data on Caramels and Toffees and will be pleased to receive your inquiries.

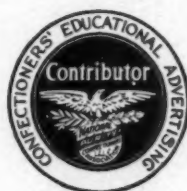


The NULOMOLINE Co.

109-111 Wall Street

New York, N. Y.

—to Increase the
Consumer Appeal of Your Products
SPECIFY
“ISOLATES”



*Products of a New, Exclusive
Process for Extracting and Super-
Concentrating Natural Flavors*

ISOLATES are finest, pure, highly concentrated extracts made only from the very choicest of nature's products by an exclusive Foote & Jenks entirely mechanical process, which most perfectly isolates the desirable characteristics of fruit without the necessity of sacrificing subtle, volatile elements that carry greatest natural appeal.

Only the ISOLATE process achieves these results. Unless an extract is labeled ISOLATE it is not a super-flavor made in this specific manner or measuring up to this new standard of flavor excellence, strength and economy.

All ISOLATES are water soluble and diffuse perfectly. And because in addition to this any ISOLATE is super-concentrated and surpasses all other extracts in fidelity to ripe fruit, a relatively much smaller quantity of ISOLATE gives a full, zestful appeal to your finished products.

ISOLATES are standardized to one strength, insofar as nature of raw materials will allow; permitting interchangeable use in your products, with practically no change in your formulas. Thus they are extremely convenient to use. Capitalize upon these many ISOLATE advantages, plus their infinitely greater consumer appeal.

**Send for Trial Gallons--
Shipped Prepaid!**

Since giving "Original Terpeneless Citrus Concentrates" to the trade back in 1885 we have perfected a full line of other super-extracts ideally fitted for each flavor use. Our entire capital, personnel and laboratories are devoted to the manufacture of SOLUBLE concentrates. We maintain a modern research department for solving your flavor problems. Consider the Foote & Jenks representative in his true capacity—a Service-man eager and able to assist you.

FOOTE & JENKS

Flavor Specialists

JACKSON, MICHIGAN



California Blue Diamond Brand

All of our broker representatives, listed below, are in position to arrange for quick delivery of California Blue Diamond Brand Almonds to you. These broker representatives will consider it a pleasure to serve you.

ALABAMA Birmingham, Pankey-Loyd Brokerage Co. Mobile, Watson Brokerage Co. Montgomery, S. T. Shank	NEBRASKA Lincoln, Cartan & Jeffrey Co. Omaha, Cartan & Jeffrey Co.
ARIZONA Phoenix, Winchester Coe & Co.	NEW MEXICO Albuquerque, The S. P. R. Co.
ARKANSAS Fort Smith, Read Brothers Little Rock, Baker-Wille Co.	NEW YORK Albany, Arthur F. Wille Co., Inc. Buffalo, C. M. Snow & Co. New York, H. E. Wood & Co., Inc. Rochester, C. M. Snow & Co. Syracuse, Arthur F. Wille Co., Inc.
BRITISH COLUMBIA Vancouver, Ariss, Campbell & Gault	NORTH CAROLINA Charlotte, J. N. Allen & Co. Greensboro, J. N. Allen & Co. Wilmington, J. N. Allen & Co.
CALIFORNIA Los Angeles, W. F. Beesemyer Co.	NORTH DAKOTA Fargo, Geo. R. Freeman & Son
COLORADO Denver, Clark-Thurber Brokerage Co. Fueblo, L. C. Duncan Selling Co.	OHIO Cincinnati, Bodemer Davies, Inc. Cleveland, Housum Kline Co. Columbus, Kiser & Hoe Co. Dayton, Loy & Co. Toledo, Frank H. Lutz Co.
DISTRICT OF COLUMBIA Washington, E. A. Coleman, Inc.	OKLAHOMA Oklahoma City, Wallace Brokerage Co.
FLORIDA Jacksonville, Baker & Thames Miami, Baker & Thames Pensacola, Isaacs Brokerage Co. Tampa, Hillsboro Brokerage Co.	OREGON Portland, Ariss, Campbell & Gault
GEORGIA Atlanta, Lee & Beall Co., Inc. Augusta, J. P. Keenan & Co. Macon, Ouzts, Mitchell & Whaley	PENNSYLVANIA Philadelphia, Corby-Cobb Co. Pittsburgh, Walton-Cooper Co., Inc. Wilkes-Barre, Scott & Kelly, Inc.
IDAHO Boise, Reilly Atkinson & Co.	SOUTH CAROLINA Columbia, Auld & White, Inc. Greenville, Chas. M. Britt Co.
ILLINOIS Chicago, California Almond Growers Exchange Peoria, Seaton & Co.	SOUTH DAKOTA Sioux Falls, Cartan & Jeffrey Co.
INDIANA Evansville, F. W. Griese South Bend, Martin Brokerage Co.	TENNESSEE Bristol, John A. Goodwin Chattanooga, Price & Company Knoxville, J. K. Haley Co. Memphis, Jacob J. Peres & Co. Nashville, Morgan & O'Brien
IOWA Des Moines, Elwood H. Royer, Inc. Sioux City, Cartan & Jeffrey Co.	TEXAS Amarillo, Wingrove-Austin Co. Austin, W. T. Mayne Co. Dallas, Palmer Bros. El Paso, White Brokerage Co. Fort Worth, Wingrove-Austin Co. Houston, Perry Harde Co. San Antonio, Linnarts & Frey Tyler, E. P. McKenna Co. Waco, Eubank Brokerage Co.
KANSAS Wichita, Ridnour Brokerage Co.	UTAH Salt Lake City, Fabian Brokerage Co.
KENTUCKY Louisville, Pickrell & Craig Paducah, J. E. English & Co.	VIRGINIA Lynchburg, Daniel W. Sale Co., Inc. Norfolk, Kramer-Spahn & Moore Roanoke, W. S. Clement Brokerage Co.
LOUISIANA New Orleans, Gough Brokerage Co. Shreveport, E. P. McKenna Co.	WASHINGTON Seattle, Ariss, Campbell & Gault Spokane, Kelley-Clark Co. Tacoma, Ariss, Campbell & Gault
MARYLAND Baltimore, Deicher & Co. Cumberland, Buley-Patterson Co.	WEST VIRGINIA Clarksburg, Blair Willison Co. Huntington, Sam B. Sayre Co. Wheeling, James Cummins & Co.
MASSACHUSETTS Boston, Barclay, Brown & Jones	WISCONSIN Milwaukee, Otto L. Kuehn Co.
MICHIGAN Detroit, Ed Coe Co.	
MINNESOTA Duluth, L. S. Gordon Co. Minneapolis, Lincoln-McCallum Co. St. Paul, Lincoln-McCallum Co., Inc.	
MISSISSIPPI Jackson, Nance & Patrick	
MISSOURI Kansas City, Gabel Johnson Jury Co. St. Joseph, Russell Brokerage Co. St. Louis, Ford, Schlesinger & Hillis, Inc.	
MONTANA Butte, Cooney Brokerage Co.	

California Almond Growers Exchange

311 California Street

SAN FRANCISCO, CALIF.



nd Brand Shelled Almonds

To facilitate quick and economical deliveries to our many shelled-almond customers we are maintaining stock of the following mentioned varieties and packings of California Blue Diamond Brand Shelled Almonds, at both New York and Chicago:

Variety	Packed Double Bags 160 Lbs. Net Weight	Packed 25 Lbs. Net Weight Boxes	Packed 5-lb. Cartons (Ten Cartons Per Case)
Nonpareil Medium	45½c	47½c	48½c
IXL Medium	45½c	47½c
Ne Plus Medium	45c	47c
Nonpareil Sheller Run	44½c	46½c
IXL Sheller Run	40c	42c
Ne Plus Sheller Run.....	40c	42c

Above prices are per pound, net weight, either F. O. B. New York or F. O. B. Chicago

Whole Blanched Nonpareil or IXL in Boxes or Bbls. 55c F.O.B. N. Y. or Chicago

**For Burnt Almond Ice Cream.....roasted Ne Plus Sheller Run, packed in sealed steel drums
44½c per lb., F. O. B. New York or Chicago**

Considering present prices on imported shelled almonds, it will be observed that the above-mentioned prices on **California Blue Diamond Brand Shelled Almonds** are very reasonable.

"Medium" gradings are composed entirely of well-graded whole kernels.

"Sheller Run" gradings are guaranteed not to contain in excess of 25 per cent broken kernels.

Before being shipped, all of our Blue Diamond Brand Shelled Almonds are completely sterilized against the development of moth and worm through employment of the Vacufume System, using carbon bisulphide gas.

Upon request, we shall be glad to furnish type samples of any of the above-mentioned varieties of Blue Diamond Brand Shelled Almonds.

***We sell only to jobbers and to whole-
sale manufacturing confectioners.
We do not sell retailers.***

California Almond Growers Exchange

311 California Street

SAN FRANCISCO, CALIF.

At Your Service—

Our New Research and Service Department—

A Complete Bureau of Information on Gelatine in Candy-Making



This Marshmallow Trouble Chart, compiled by our Research and Service Department, gives in tabloid form the hints and directions every marshmallow manufacturer should know. It is sent free to anyone interested. Send for your copy today.

Is there something you want to know about the use of gelatine in your products? Our Research and Service Department is the place to come.

One of the leading candy men of the country is in charge. He has made a special study of that important ingredient—gelatine. He will be glad to help you with new recipes for candies containing gelatine—or the most scientific development of recipes you may now be using.

Write, telling us your problem. We serve you gladly—without charge or obligation.

“Grade Plus” means greater gelatine value for your money

The “grade plus” feature of Atlantic *Super-Clarified* Gelatine means quality and economy. You get greater purity, clarity, uniformity and viscosity for every dollar you spend for Atlantic *Super-Clarified* Gelatine.

ATLANTIC GELATINE COMPANY
WOBURN, MASSACHUSETTS

Chicago: Suite 510, 118 N. La Salle Street
New York: Room 92, 1 Hudson Street

ATLANTIC *Super-Clarified* GELATINE

The Scientific Aid



Ounces of Prevention

The Cream Centers you put into storage this summer will become dry and hard unless you use "ounces of prevention."

The use of a few ounces of Convertit to each 100 pound batch gives you assurance that your Centers will have a soft smooth texture when taken from storage for consumption in the Fall.

Convertit is positive in its results and requires no change in your present formulas.

Drop us a line for our booklet and note how simple it is to add Convertit to your batches.

WHAT CONVERTIT IS

CONVERTIT is a yeast enzyme known as invertase. It is a practically colorless liquid. It comes packed in bottles or steel drums.

Invertase has also been the subject of long study and research by the Bureau of Chemistry at Washington, D. C. and it is now fully recognized as a valuable scientific contribution to the candy industry—an outstanding example of the benefits to be derived from the cooperation of chemists and candy makers.

THE NULOMOLINE COMPANY

Exclusive Distributors of Convertit

109-111 WALL STREET NEW YORK, N. Y.

CONVERTIT

The highly concentrated invertase of standardized activity



Liming Vats at Givors, France, one of the four modern factories on the continent making Coignet Pure Food Gelatine exclusively.

How COIGNET factories are equipped to safeguard the purity of its gelatines

Why no antiseptics need be used in processing Coignet Gelatines

TO produce the purest form of Gelatine, it is necessary that factories should be equipped with apparatus from which zinc, copper and lead have been totally eliminated. This is the case with Coignet's Pure Food Factories in which these metals have been replaced by china and stoneware, aluminum and nickel.

Gelatine being the most favorable ground for the development and culture of bacteria, and as such is being used in all research laboratories, it is evident that to obtain "sterile gelatine," it is necessary to adopt a process which, while *avoiding all antiseptics*, produces the desired result.

No antiseptics being used in our process, it becomes a question of speed in manufacture, absolute cleanliness of all apparatus and a perfect factory organization. Coignet's factories have been specially built and equipped to this end, and the finished product establishes our success.

Samples—batch size—gladly sent on request

COIGNET GELATINES, 17 State Street, New York



Ever try rolling your Peanut Butter Center goods in Toasted Coconut?

A Most Delicious Eating Combination

Baker's Toasted Coconut seems to give just the ideal flavor blend especially in pulled goods and honeycomb work with Peanut Butter Center.

May we send generous sample to try out?

There's a fascination about its rich, golden, tasty appearance that candy folks can't resist—there's quality supreme in every shred.

SEND FOR SAMPLES

We will gladly send experimental samples. You'll find them chock full of ideas for new, quick sellers. Tell us you want them, no obligation whatever.

Franklin Baker Company

Hoboken, New Jersey

Canadian Address
Franklin Baker Ltd., 20 Bates
Road, Outremont, Montreal

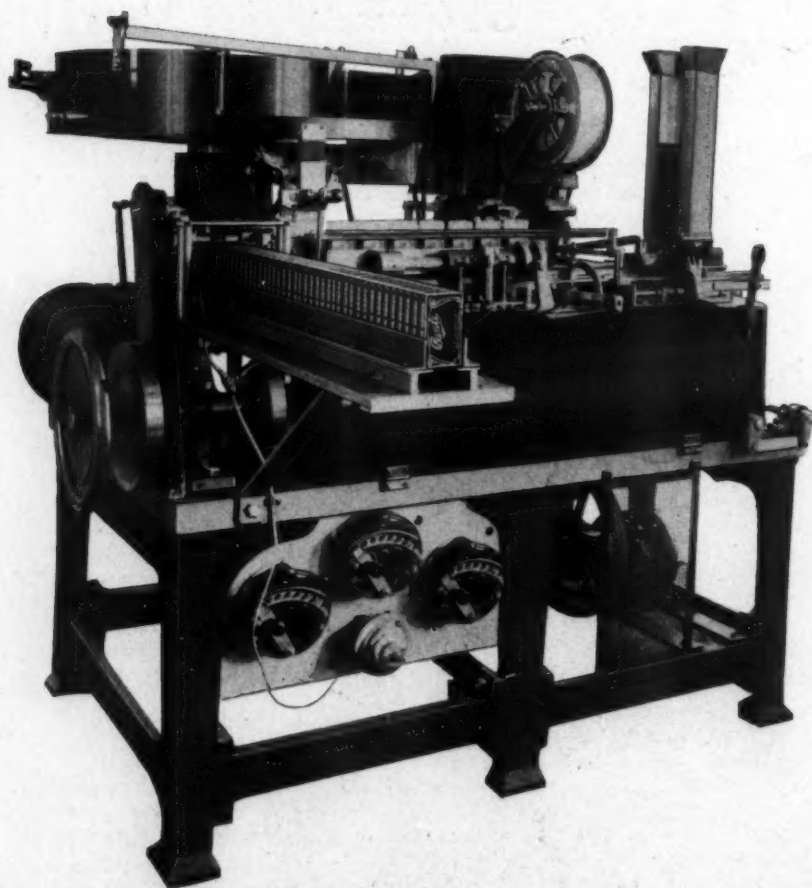


It is not fair to the future of your organization to use "bargain" lots of **Toasted Coconut**, or attempt the preparation of "**Toasted**" in your own plant from Imported Coconut.

Golden Toasted Coconut is a specialty topping prepared by the makers of Gem Imported Coconut.

Modernize Your Sales Policy by **Packing Bulk Goods in Counter Cartons**

and cash in on the public preference for bulk candies in small price units packed in clean sanitary shape untouched by human hands since sealed by the manufacturer. Many a Candy Sales Scoop has been made by repacking an old item in the line—a good eating piece but a slow bulk seller—in a small package for counter sales where candy is exposed to thousands of live retail outlets which never carry open bulk goods.



**45 to 125
Cartons per
minute**

with this

**Paper Lining
and Carton Filling
Machine**

This machine feeds waxed or glassine paper from rolls, lines carton and fills with required amount of articles, closing carton automatically.

*Send us sample of your product; we will quote price
on equipment for cartoning your goods automatically*

Cartoning Machinery Corporation
Newport, Rhode Island

The Mechanical Weather Man



Said: "here's the solution to your problem".....

This was in answer to the temperature and humidity troubles which a confectioner had outlined as existing in his plant. "We'll enable you to carry out every process in your plant in absolute independence of the weather. There is no reason why you should have to change your formulas with every fickle change of the weather or the season! We'll equip this room over here so that you can make fine glossy hard candies without the slightest worry about the humidity. In this hand dipping and in this enrobing room we'll supply conditioned air at just the right temperature and humidity to assure a rich, hard glossy coat on each center. Then from the same air conditioning system we'll carry conditioned air to your packing and storage rooms, so that you will be assured of the uniformly perfect condition of every piece of goods which leaves your factory.

The whole equipment is very simple; a central station air washing and humidity control chamber and the fan are located here. From this a metal air duct system leads to the various departments, and each department is under individual control. Here we shall place one of the remarkable Carrier Centrifugal Refrigeration Machines, which will be used to cool the water for the spray chamber in the Summer. You can take out these dripping direct expansion coils, which don't really do the job and are a menace to your employees. You may also take out those heaters along the wall, because our system controls the temperature before the air enters the room. That will give you at least four feet of floor space clear around the room, because you dare not place your chocolates near those heaters in the Winter. We'll guarantee all this, Sir, it's not the equipment which we're selling, it's the results."



TWENTY-FIVE years of pioneering in Air Conditioning is back of the guarantees presented in this conversation--Ask your friendly competitors what Carrier equipment has done for them--Ask that one of our engineers visit your plant and let us send you literature which will enable you to judge clearly the Dividends of Manufactured Weather.

Carrier Engineering Corporation

Offices and Laboratories
Newark, N. J.

NEW YORK

PHILADELPHIA

BOSTON

CHICAGO

CLEVELAND

KANSAS CITY

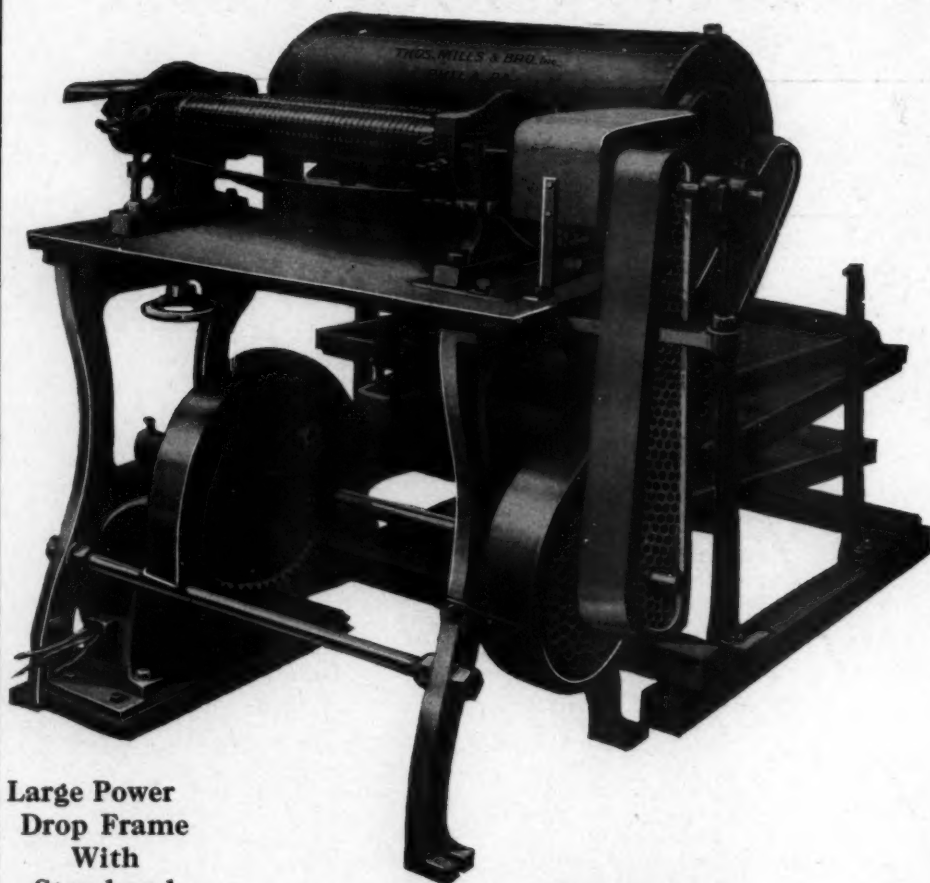
LOS ANGELES

Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

ESTABLISHED 1864



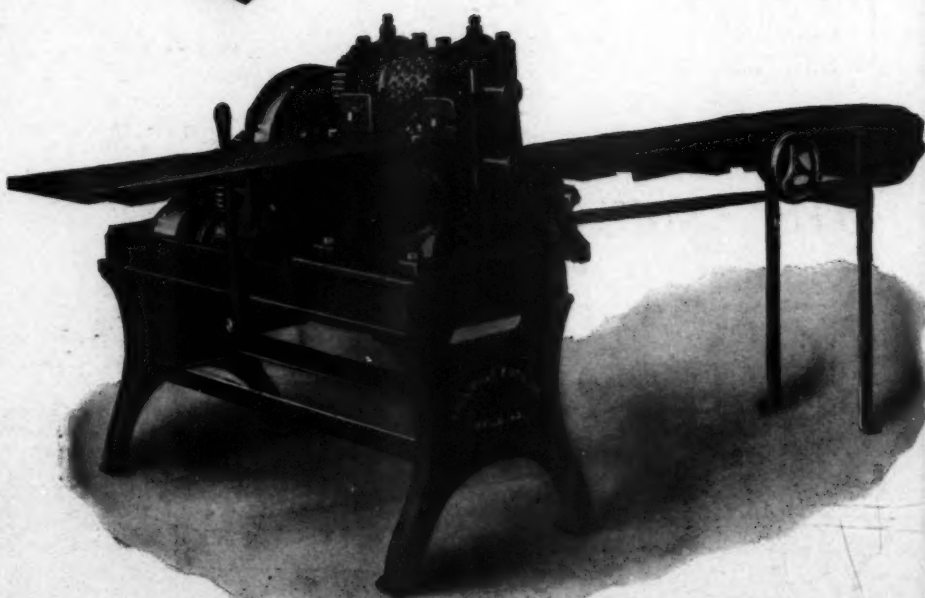
**Patent
Automatic
Seamless
Hard Candy
Machine**

—○—
**Improve Your
Production
By
Installing
This
Labor Saving
Machine
Send for Special
Circular**

**Large Power
Drop Frame
With
Stand and
Endless Belt
Conveyor
Attachments**

—○—
**Used In All
The Largest
Factories
For
High Grade
Hard Candies**

—○—
**Our Catalog
of
Confectioners
Equipment
Sent on
Request**



"EXACT WEIGHT"

"The BASIS of INTEGRITY in BUSINESS"



Center of Interest in the Atlantic City Convention

BOOTH EXHIBIT OF "EXACT WEIGHT" SCALES

Attractive cartons and packages were novel decorative features generously contributed by:

Peter Cailler Kohler Swiss
Chocolate Co., Inc.
Planters Nut & Chocolate Co.
Lovell & Covell
Huyler's
Fralinger's
E. Greenfield's Sons

Manufacturers of celebrated
Confectionery Products and
users of "EXACT WEIGHT"
SCALES.

"EXACT WEIGHT" SCALES FOR EVERY DEPARTMENT

Used as Standard Equipment by
Nationally known Manufacturing
Confectioners and Retail
Candy Dealers.

THE SMITH SCALE CO.

Columbus, Ohio Toronto, Canada Montreal, Canada

MAKERS OF "EXACT WEIGHT" SCALES
for Every Business, Weighing 1-32 oz. to 300 lbs

SALES AND SERVICE OFFICES IN
PRINCIPAL CITIES



No. 275

Speed Packing Scale
Capacity . . . 65-lbs.

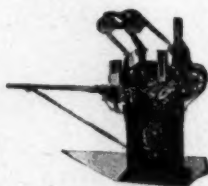
Our Business is to Save You Money



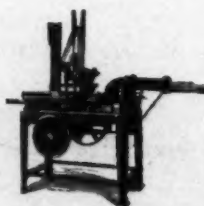
The machine that shapes, cuts and wraps kisses or toffee, doing all three operations 150 per minute.



The machine that wraps chocolate bars in inner and outer wrapper—65 per minute.



The machine that wraps Chewing Gum complete—500 sticks per minute.



The machine that wraps cigarette and other small packages in transparent glassine paper—65 per minute.

WE ARE constantly being called upon by package goods manufacturers to assist them in lowering their wrapping costs.

We have been able to achieve notable economies in labor and material costs and in floor space—resulting in thousands of dollars of extra profit annually.

Where our wrapping machines replace hand wrapping, they pay for themselves within four to eight months—one machine doing the work of eight to fifteen people. Even if your present output is equal to only one-half the capacity of a machine, it will pay you to install it.

Our machines operate at a speed which gives the maximum production in an 8-hour day. They occupy the minimum amount of floor space. Their strong, fool-proof construction assures you of freedom from costly interruptions.

In the confectionery business, we are making machines for wrapping candy kisses, chocolate bars, chewing gum, fruit drops, cough drops, stick candy and all kinds of candy boxes and packages. We are in close touch with the leading candy manufacturers, and in solving their wrapping problems, we have accumulated a vast fund of valuable knowledge and experience which we place at your disposal.

Why not write us, sending a sample of your product and describing your present method of wrapping? We will then tell you, candidly, whether or not we can save you money. Write to our nearest office.

PACKAGE MACHINERY CO.
SPRINGFIELD, MASSACHUSETTS

NEW YORK: 30 CHURCH ST.

CHICAGO: 111 W. WASHINGTON ST.

Let our nearest office be of service to you



Quality gets the encores

WHETHER patrons are eating caramels or maple pecans, or some other confection—repeat orders are the evidence that your candy is building good will, that its **QUALITY** pleases customers. Keep quality at its highest, and reorders continue to come in regularly. But when it falls below standard, the reaction, falling off in sales, sets in at once.

Oakite cleaning materials are helping many confectioners maintain **QUALITY** by keeping **everything** inside the candy factory scrupulously clean: kettles, molds, vats, pans, automatic machines, and other equipment in perfect sanitary condition; floors free from tracked-in syrup; walls, windows and fittings bright and shining.

Call in an Oakite service man—let him give you some practical information on cleaning, without obligation.

OAKITE IS MANUFACTURED ONLY BY

OAKITE PRODUCTS, INC., 36c Thames St., NEW YORK
(Formerly OAKLEY CHEMICAL CO.)

OAKITE Service Men, cleaning specialists, are located at

Albany	*Kansas City
Allentown, Pa.	*Los Angeles
Altoona, Pa.	Louisville, Ky.
*Atlanta, Ga.	*Milwaukee
Baltimore	*Minneapolis
*Birmingham,	*Montreal
Ala.	*Memphis, Tenn.
*Boston	Newark
Bridgeport	Newburgh, N. Y.
*Brooklyn	New Haven
Buffalo	*New York
*Camden	*Oakland, Cal.
Charlotte, N. C.	*Omaha, Neb.
Chattanooga,	*Philadelphia
Tenn.	Pittsburgh
*Chicago	Portland, Me.
*Cincinnati	Portland, Ore.
Cleveland	Providence
*Columbus, O.	Reading
*Dallas	*Rochester
*Dayton	Rockford
Decatur, Ill.	Rock Island
*Denver	*San Francisco
*Des Moines	*Seattle
*Detroit	*St. Louis
Erie, Pa.	Syracuse
Flint, Mich.	South Bend, Ind.
Fresno, Cal.	*Toledo
*Grand Rapids	*Toronto
Harrisburg	Trenton, N. J.
Hartford	*Tulsa, Okla.
*Indianapolis	Utica
*Jacksonville,	*Vancouver, B. C.
Fla.	Williamsport,
	Pa.
	Worcester

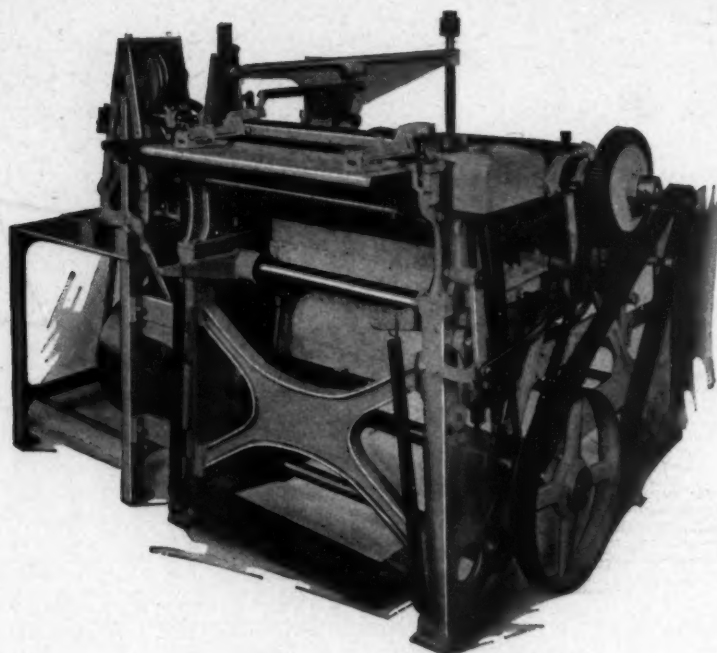
*Stocks of Oakite Materials are carried in these cities.

OAKITE

TRADE MARK REG. U. S. PAT. OFF.

Industrial Cleaning Materials and Methods

The AUTOMATIC HARD CANDY MACHINE for SPHERICAL HARD GOODS



This machine embodies in it all the features of
the Semi-Automatic Machine plus the
added convenience of Sizing, Feeding,
Cutting and Discharging,
entirely automatically

IT SAVES LABOR

INCREASES PRODUCTION

DOUBLES YOUR PROFITS

Hard Candy Producers:

Special provisions
are also made for
producing the now
famous fruit tablets
on this machine. It
merits your consid-
eration. Write us.

Full information on request—Do it now!

JOHN WERNER & SONS, Inc.

ROCHESTER, N. Y.

New York Office: Alamac Hotel.





Candy holidays are coming

SALES soar on holidays. More candy sales—yes. But more competition for your own brand to struggle against.

Prepare to meet this holiday competition by dressing your candy to catch the already willing-to-buy eye. Canco packaging helps you do this.

Look at these three compelling holiday boxes. Think of them on the counter—in bright and shining colors. Wouldn't your product get quick attention in such packages—they can be created especially for you, you know.

If you don't need your own exclusive container, the Canco Mahogany design is a good and economical all-season offering. Ask a Canco representative to tell you the full story. Send for the Canco folder showing full line of candy boxes in color.

**American Can
Company**

NEW YORK . . . CHICAGO
SAN FRANCISCO

CANCO

First Producers of Certified Colors

(ATLAS CERTIFIED COLORS — scientifically prepared to meet the needs of the highest type of confectioners and for every purpose in the confectionery industry — particularly for plastic and clear hard candy work.)

Uniformity

Strength



Purity

Solubility

Food Color Headquarters for Fifty Years

FIFTY YEARS AGO WE PRODUCED THE FIRST HARMLESS FOOD COLORS used in the United States

(after long study by experts of their physiological effects—the first and only work of this kind ever undertaken on coal-tar colors), and after establishing their harmlessness for food, every batch was tested before being distributed. This was 30 years before certified colors came into use, of which we were the **FIRST PRODUCERS**. We have never yet failed to prove any official wrong who claimed to find objectionable colors in our customer's goods. No manufacturer ever suffered through the use of them. We were largely instrumental in halting opposition of important officials when the present Food and Drug Act was before Congress, who would have forbidden all food coloring if they could.

CONFIDENCE

The Progressive Manufacturer can only establish a quality product by using the best material; there are no ingredients in which confidence in the producer is so absolutely necessary or important as in Colors and Flavors. Our 75 years of business experience is a guarantee of quality products, and a sound basis for your confidence.

COLORS FOR PLASTIC WORK

Atlas Cert. New Rose

" " Marseline Orange

" " C. D. M. Green

" " Mauvine

" " 514 Brown

and many others, which will produce those beautiful and delicate shades of nature.

GENUINE FRUIT EXTRACTS

Our Genuine Fruit Extracts are not only so-called, but the product of the actual fruit whose name they bear.

The production processes are by special apparatus and methods which retain and preserve all the finest and most delicate esters and aromas of the finest selected fully ripe fruit picked where the most luscious of its kind is grown.

We shall be glad to have an order for pint samples and suggest our wonderful Genuine Fruit Strawberry and Raspberry Extracts.

H. KOHNSTAMM & CO., Inc.

Established 1851

11-13 East Illinois Street
CHICAGO

Factory:
537-555 Columbia St., Brooklyn, N. Y.

83-93 Park Place
NEW YORK, N. Y.

EDITORIAL

Narrowing the Breach

Manufacturers who distribute through jobbing channels rail bitterly against the inroads made into their business by the increasingly numerous chain store systems. Yet these chain store systems are manufacturers, like themselves, who are confronted with the exact same problems of costs, overhead, production, etc., which they are. They are similarly responsible to the inexorable demands of unreasoning stockholders, consequently, are no better able to sell below cost than the manufacturers who employ jobbers to do their distributing for them. This is an important fact, which, in our impatience to ascribe unfavorable conditions to factors beyond our control, is too often overlooked.

Chain stores have to go into the same markets and pay approximately the same prices for their materials, have to draw upon the same dwindling labor supply, have to make the best of the same machinery and equipment which is available to other manufacturers, and have a vastly higher "burden" or overhead to absorb, due to the peculiar intricacies of their organizations. Where, then, are they the baleful ogres of the industry?

Is it merely because they have chosen to merchandise their goods in a somewhat different manner, and because they frankly refuse to support a class of stupid, unprogressive and parasitic middlemen who have done the industry more harm than good, and who have kept the price to the consumer from 25 to 35 per cent above where it ought to be?

Contrary to the popular belief, chain stores are *not* price-cutters in the accepted sense of the word. As a rule, they work on

longer profits than the old line manufacturers. Through the elimination of the middleman's toil, they are in the fortunate position of being able to sell to the public at lower prices while making more money for themselves. In other words, they share the savings in distributing costs with the consumers whom they serve. Can there be anything wrong with this system from an economic standpoint?

So let us not be too harsh in our criticism of the chain stores. They have simply progressed. They have answered the public demand for price economies with increased facilities for distribution. They prosper because they conform to the need of the hour—a fresher product and better value for the money. It is a system which should satisfy everybody except the sullen, bellicose and usually illiterate jobbers whose entire business philosophy is bound up in the two words, "bigger" and "cheaper."

Houses like Wallace & Company, without operating their own chain, are pioneering a profitable middle path by merchandising direct to the retail trade. They find that they get their consumer reactions more quickly and without prejudice; they are not so apt to miss the eleventh-hour markets which have an uncanny habit of developing unexpectedly just before a holiday. In this they are performing a valuable service to the industry.

Our Own "Ask Me Another" Department

Commencing with the current issue (see page 27) we will publish a series of questions and answers relating to virtually all phases of the candy business and its contributing fields. The answers



EARL R. ALLURED, Publisher

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28 Victoria St., London S. W. 1, England

to each set of questions will appear in the following month's issue.

The primary purpose of these questions is to provide you with a pleasurable half hour or so during some pause in the month's activities. But it is confidently hoped that you will find them genuinely instructive as well as entertaining. Many of the questions will be found to be answered in the editorial and advertising sections of the current issues. Others deal with subjects never before discussed in a confectionery publication.

So here is a chance to check up on your knowledge of what's what and who's who in the candy industry. It's a fascinating game and we just know you are going to get a lot of helpful ideas out of it. Meanwhile, if you yourself care to suggest a few thought-teasers, send them along; we will be glad to hear from you!

The Reaction Against Dieting

Like a wave which rises majestically to its crest and then ingloriously recedes into oblivion, the dieting fad, which has kept the candy industry on a nervous edge for the last ten years, appears to have spent its force in a last riotous orgy of newspaper publicity. Today we find medical associations, health boards, prominent doctors and dermatologists openly denouncing the craze which has held more abject human slaves than ever drugs did. Damnable propaganda and half-truths, cleverly masking the mercenary ends of self-seeking advertisers, have filled our sanitariums and insane asylums with the hapless victims of malnutrition and pernicious anaemia. Others, their resistance to disease permanently lowered, have succumbed readily to influenza and pneumonia.

Probably every reader of this editorial can point to some woman within his immediate circle of acquaintances who is dangerously undernourished or bordering on a nervous breakdown as a result of trying to attain a sylph-like figure.

The whole candy industry has visibly trembled every time a new daily dozen or get-thin-quick nostrum appeared, yet right here in our hands we had one of the most concentrated and sustaining food combinations ever yielded by Nature or perfected by man.

Bibliography of the Cocoa Situation

As Covered by THE MANUFACTURING CONFECTIONER from September, 1925, to June, 1927
SEPTEMBER, 1925

News article describing the opening of the New York Cocoa Exchange.

FEBRUARY, 1926

9-page, illustrated article, "*The Case For and Against the Cocoa Exchange.*"

1927

January—Editorial expose, "*The \$50,000,000 Cocoa Swindle.*"

February—7-page refutation of member-broker letter, "*The Cocoa War Is On.*"

March—Editorial, "*Cocoa Beans Soar to New Heights.*"

April—Article, "*Washington Aids Cocoa Corner.*"

May—Article, "*U. S. Acts in Cocoa Crisis.*"

June—Article, "*What About Cocoa—Next Year and the Year After?*"

Resolutions embodying a program of action for the confectionery industry.

Watch for future numbers on this highly important subject!

Single out a raw material. What is it? Honey?—the most readily assimilated combination of sugars, a true health and energy food; contains all the mineral elements necessary to sustain human life—calcium for the bones—phosphorus for the brain—iron for red corpuscles—and Vitamin B, necessary for the growth, development and normal well-being of Mankind!

Pick out another! Is it nuts, or corn syrup, gelatine or chocolate? A finer lot of ads could not be found for the product of any industry. Why hide our light under a bushel? Is candy fattening? Well, I guess! Fat is our reserve fuel, subject to call by our bodies in times of stress. Without this reserve, Death stalks with every trifling cold, disease or bodily excess.

Say, who started this thing anyway?

As a Candy Man—Are You Well Read?

\$10.00 for the Most Satisfactory set of Answers to the following questions, received before July 2nd, from anyone associated with a Candy Manufacturing firm.

ASK ME ANOTHER!



THE series of questions and answers which we are inaugurating with this issue is our answer to the popular demand for an "Ask Me Another" department. We have planned these questions so that they will take you on a pleasant journey over a territory that is at once familiar and unknown. They cover a wide and diversified range of fascinating and instructive subjects pertaining to the candy industry. Whether your specialty is historical, practical, scientific, administrative or economic—try your hand at these!

- Question 1:** What famous product of Cape Cod has recently been made available for dipping?
- Question 2:** Name a marine plant which is widely used throughout the candy industry?
- Question 3:** Where is Ivory Coast and what is its present significance to the chocolate manufacturer?
- Question 4:** What commercial sugar is listed in the British Vitamin Manual as containing Vitamin B?
- Question 5:** What are the most favorable conditions for storing chocolate-covered candies?
- Question 6:** Name two raw materials which the candy industry receives from each of the following countries: India, Egypt, Canada.
- Question 7:** What did the ancients refer to as the "Sweet Sticks of the East"?
- Question 8:** What is meant by pH?
- Question 9:** When do the following crops begin to arrive in the United States?—Bordeaux walnuts, Cuban cane sugar, Spanish apricot pulp.
- Question 10:** What has been the greatest achievement of the N. C. A. during the past year?



Send Answers to
The Manufacturing Confectioner
30 N. La Salle St., Chicago

(Look for the answers in next month's issue.)

What About Cocoa Next Year and the Year After?

(Editorial)

IS THERE any real basis for this prediction that we will never again see cheap cocoa? The British Combine is now rounding out the third and most lucrative year of its operation. Will we be paying tribute to them next year and the year after?

The answer to that question is largely in our own hands. It will be determined by the acts we do and the things we say during the six months between now and the end of the year. If, by a cool and discriminating exercise of our purchasing powers, we can discourage the Combine from paying the Accra farmers high prices for new crop cocoa; if we can force them into new crop with a carryover of old crop, and prevent them from realizing high prices when they liquidate their first heavy accumulations of new crop cocoa through the Exchange, we may yet break the backbone of this market and prevent last year's hold-up from becoming a regular performance. But we must strip for fight in order to do it.

We Devise a Plan of Action

Immediately prior to the opening of the Convention at Atlantic City, the Editorial Staff of the MANUFACTURING CONFECTIONER succeeded in devising a complete and constructive program of action—a program designed not only to correct the present vicious tendencies of the bean market, but to protect American candy manufacturers for all time from the abuses of foreign domination of their raw material sources of supply.

Following numerous consultations with some of the best minds in the cocoa trade, we presented this program to the N. C. A. Convention Resolution Committee at Atlantic City for their endorsement and approval.

Each and every resolution in that program was packed with *fight*—struck at vital spots in the Combine's armor or brought nearer the emancipation of the chocolate industry from some of its own misguided practices. But that well-intentioned body, fearful, perhaps, lest they bring down on their heads the ire of some of their peace-loving constituents, declined to achieve the proffered immortality, and tabled the program *instantly!*

It was in the Bar Goods' Session of the same Convention that Mr. Williamson, of O'Henry fame, sought to draw the fire of his audience and to get them to fight out the issues openly instead of behind his back. He said: "Isn't there one of you who will get up and give me an argument?"

No answer.

"Isn't there a *he-man* in the crowd who will get up on his legs and *fight?*"

Still no response. Finally in desperation, "Say, isn't there a single Irishman among you?"

The glaring fault of all of our great gatherings has been this spineless reluctance to confront uncomfortable or embar-

its

Own Island Colonies

THE MANUFACTURING CONFECTIONER

rassing issues—to scrap out our problems face to face. Give us peace at any price!

A Common Foe

But now we have a real *he-foe* to reckon with—an arrogant, dictatorial combination of foreign shippers, backed by two of the most powerful financial institutions in the world. Their risks are lessened by a new and potent factor in cocoa distribution, and their schemes aided by a subtle propaganda which has divided the ranks of their consumers to a point where unanimity of thought and action are well-nigh

impossible! So you see, we are in the fight, whether we like it or not. The stakes run into many millions of dollars a year. We can and must win. Bring on the Williamsons and let's go!

Five Resolutions for Victory!

Thus it is to you, our wider jury of the confectionery industry, that we address what we believe to be the first complete formula for alleviating the cocoa situation, which has ever been put before you (revised and enlarged since its submission to the Executive Committee).

Resolution No. 1

Whereas, foreign domination of our food supply is contrary to the concept upon which the American ideal of liberty and independence is based; and whereas, large areas in our island provinces have been shown to be suitable for the cultivation of cocoa, be it resolved that the consumers of raw cocoa and the manufactured products of cocoa call upon the United States Government to assist, encourage and protect the growing of cocoa beans in its own insular possessions.

Resolution No. 2

Whereas, in keeping with the spirit of the Pan American Conference, it is the desire of the American confectionery industry to promote good will and a community of interest among the nations of the two Americas, be it resolved that we, the manufacturing confectioners of the United States, shall, wherever possible, favor and encourage the use of Bahia and other competitive cocoas grown within the Western Hemisphere.

Resolution No. 3

Whereas, the most recent restrictions of the Department of Agriculture have resulted in higher prices for cocoa of so-called "U. S. standard quality," the premium in the price of these over the inferior and government-rejected cocoas available to foreign manufacturers having enabled them to flood this country with chocolate products made from these rejects at prices which render American competition impossible, we maintain that a genuine emergency now exists and therefore, be it resolved that the President of the United States be petitioned forthwith to advance the duty on foreign manufactured chocolate products fifty per cent, under authority of the Emergency Tariff Act of 1922.

Resolution No. 4

Whereas, we believe that the N. Y. Cocoa Exchange, Inc., has failed to justify its existence as an institution of public convenience and necessity, and has failed to satisfy what we conceive to be the three cardinal requisites of a legitimate commodity exchange, namely, to provide (1) a free and unrestricted source of supply, free from monopolies, (2) a broad market, wide distribution of producing and consuming factors, (3) and a standard contract acceptable to all elements of the trade; and whereas, instead of fulfilling the promise of stabilizing market conditions it has introduced an added element of uncertainty into the cost problems of the manufacturing confectioner, providing unscrupulous operators with the facilities necessary to corner the market with a minimum of risk, now, therefore, be it resolved that we denounce and condemn the practice of trading on the Exchange and urge all consumers of raw cocoa and the manufactured products of cocoa to withdraw their patronage from any and all factors which persist in operating on the Cocoa Exchange.

Resolution No. 5

Whereas, price guarantees have encouraged the wholesale overbuying of chocolate coatings and liquors, and have thus contributed toward a serious condition of overproduction and an inflated demand for raw cocoa during the

WHAT ABOUT COCOA?

contracting season, we hold that one of the chief remedies for the existing condition of the cocoa market lies within our own domain; *be it, therefore, resolved that we condemn, disparage and discourage the giving of such speculative assurances as unnecessary, unethical and economically unsound.*

The pith of Resolution No. 1 was contained in an abbreviated strip which adorned the booth of the MANUFACTURING CONFECTIONER at the Atlantic City Convention. The strip read:

America Should Grow its Own Cocoa Beans

Now, of course, it was perfectly obvious to anyone with an open mind that this slogan was not intended to encourage the cultivation of cocoa within the limits of continental United States. But because it had been reduced from a lengthy "America should grow its own cocoa beans in its island dependencies, the Philippine Islands, the Hawaiian Islands and Porto Rico, or through American concessions in Africa and other foreign territory in the cocoa belt," the cocoa dealers avidly seized upon it, saying that it was ambiguous, and thus sought to discredit the sound logic and patriotic motives behind the slogan. This sort of thing is pure childishness, with which we have no patience.

At the present moment *there are over two million cocoa trees under cultivation in the Philippines, producing over three million pounds of raw cocoa annually!* This may not seem like a prodigious amount of cocoa, but is it possible to deny that this is a valid threat against foreign domination of our future cocoa supplies? In 1893 the production of cocoa on the Gold Coast was only a single ton, but this did not prevent the Gold Coast from obtaining mastery of the world cocoa market. Forty-seven out of 48 provinces in the Philippine Islands have found it possible to grow cocoa. What better recommendation could be found as to the adaptability of these islands for cocoa-growing?

A few years ago Great Britain sat serenely in control of the cocoanut situation. It was Ceylon cocoanut, Ceylon copra. Today our output of cocoanut in the Philippine Islands is beginning to seriously contest British supremacy in this market. Who knows what strides Philippine cocoa may attain during the next few years?

We Conduct an Independent Investigation

Since March of last year (1926) the MANUFACTURING CONFECTIONER has been conducting a private investigation into the status of cocoa cultivation in American dependencies. Letters typical of the replies which were received from various governmental authorities, chambers of

UNITED STATES DEPARTMENT OF AGRICULTURE BUREAU OF PLANT INDUSTRY WASHINGTON

Acclimatization and Adaptation
of Crop Plants
Cotton and Rubber Investigations

The Manufacturing Confectioner Publishing Co.,

30 North La Salle St., Chicago.

Gentlemen:

We beg to acknowledge the receipt of your letter of March 9 regarding cocoa.

While the importance of a study of the cocoa or cacao industry in relation to supplies of the raw product is appreciated, no funds have been made available for the purpose. Experiments with different varieties of cacao adapted to the local conditions have been made in Porto Rico, Hawaii and the Philippine Islands. Since this work is under the direction of the Office of Experiment Stations of this Department, your inquiry is being referred to them, with a request that available information regarding the progress of experimental work with cacao in Porto Rico and Hawaii be sent. We would suggest also that you get in touch with the Philippine Bureau of Agriculture at Manila, where information could probably be obtained on the progress of experimental work with cacao in those Islands.

Very truly yours,

(Signed) C. B. DOYLE,
Agronomist Acting in Charge,
Acclimatization and Adaptation
Investigations.

commerce, etc., are reproduced in these pages to enable you to visualize the scope and significance of pioneer work which is being accomplished. The accompanying statistics indicate enormous potentialities for future development of raw cocoa production in the islands. But money is needed to carry on experimentation. Unless this money is forthcoming on a government appropriation, it should be subscribed by public-spirited manufacturers. Here is an opportunity for some chocolate manufacturer to emulate Firestone and acquire a lot of gratuitous advertising. Let's hear from Hershey, Rockwood, Wilbur, Runkel and Walter Ba'er!

3,000,000 lbs. Cocoa Grown Annually in Philippines

Cultivation in 47 out of 48 Provinces gives great promise of future development
(Photostats of the original communications, on this subject, will be sent on receipt of \$1.00)

PROVINCES	Trees Cultivated Number		In-crease or De-crease Per cent	Production Kilos		In-crease or De-crease Per cent
	1924	1923		1924	1923	
Abra	1,200	900	+ 33	900	400	+ 125
Agusan	87,700	104,900	- 16	33,100	35,200	- 6
Albay	54,900	57,500	- 5	32,500	27,700	+ 17
Antique	39,000	28,600	+ 36			
Bataan	8,800					
Batanes						
Batangas						
Bohol						
Bukidno						
Bulacan						
Cagayan						
Cam. Nort						
Cam. Sur						
Capiz						
Cavite						
Cebu						
Cotabato						
Davao						
Iloos Norte						
Iloos Sur						
Iloilo						
Isabela						
Laguna						
Lanao						
La Union						
Leyte						
Marinduque						
Masbate						
Mindoro						
Misamis						
Mountain						
Nueva Ecija						
Nueva Vizcaya						
Oco. Negros						
Or. Negros						
Palawan						
Panpanga						
Pangasinan						
Rizal						
Roxblon						
Samar						
Sorsogon						
Sulu						
Surigao						
Tarlac						
Tayabas						
Zambales	5,900	5,000	+ 18	3,600	3,600	-
Zamboanga	9,000	1,000	+ 500	4,300	1,400	+ 207
PHIL. ISLANDS	1,969,400	1,925,400	+ 2	1,160,800	1,045,400	+ 11

IN REPLY PLEASE ADDRESS
THE DIRECTOR OF AGRICULTURE
MANILA, P. I.

Sir:

In reply to your letter of March 18, 1926, regarding the experimental work on cacao cultivation in the Philippine Islands, I have the honor to enumerate hereunder the work of this Bureau along this line:

1. Seed selection work (selection of seeds and bud wood for general propagation purposes from productive trees in different plantations.)
2. Variety test (comparative trial planting of different varieties, both native and foreign, of cacao on limited scale to determine the superior ones for multiplication purposes.)
3. Introduction of standard foreign varieties (acquisition and acclimatization of foreign varieties of cacao of commercial possibilities.)
4. Eradication of diseases and pests.

A list showing the number of cacao trees cultivated and the production of cacao by provinces in the Philippines for the fiscal years ending June 30, 1923 and June 30, 1924, is attached herewith for your reference, also.

For further information on the subject, I suggest that you write to the College of Agriculture, University of the Philippines, Los Baños, Laguna.

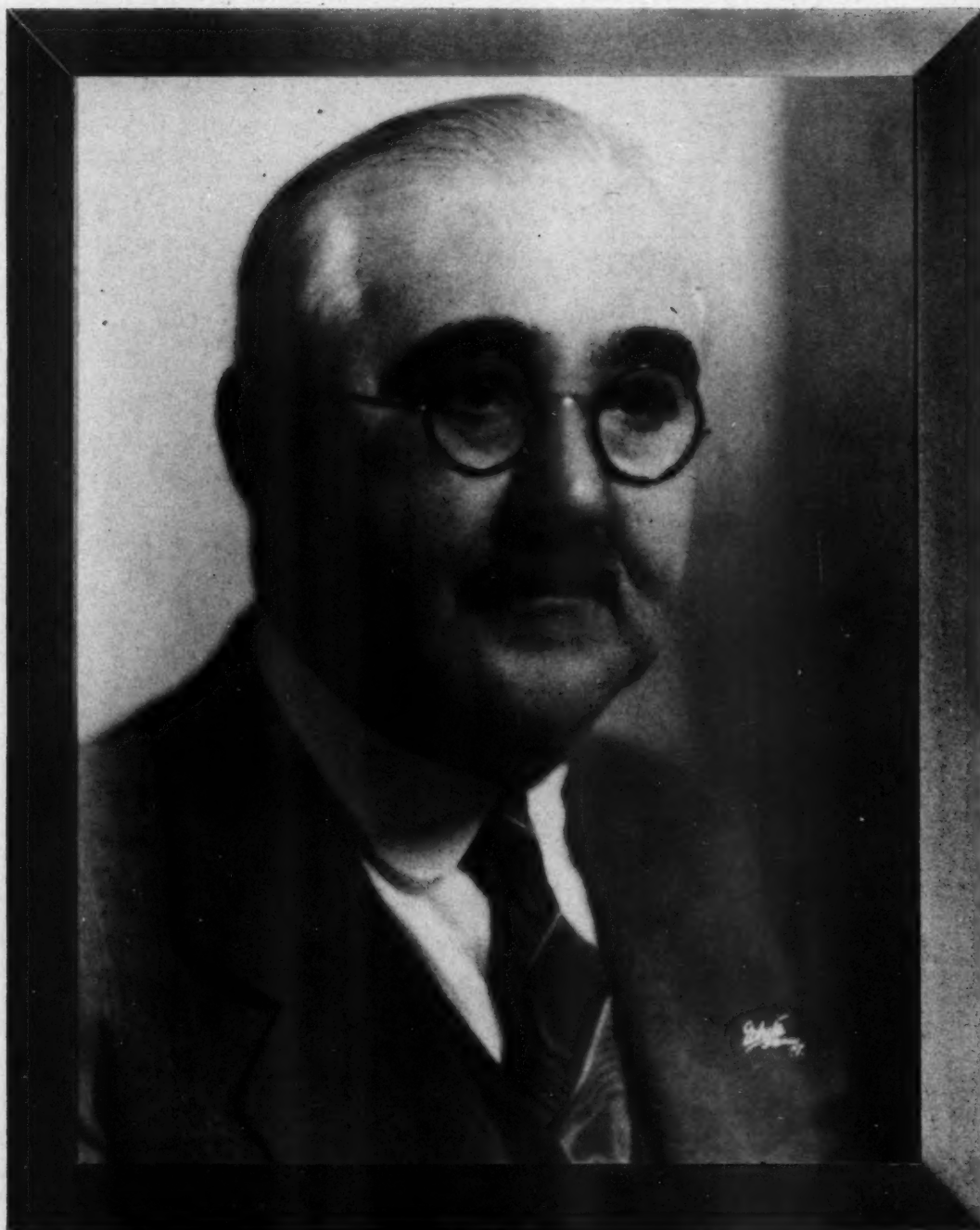
Very respectfully

E. B. JOHNSON
Director of Agriculture

The Mfg. Confectioner Publishing Co.
30 North La Salle St. Chicago, Ill. U.S.A.

(Through the Honorable, the Secretary of
Agriculture and Natural Resources
and His Excellency, the Governor-General
Manila, P. I.)

1,160,800 Kilos = 2,553,760 lbs. in 1924.
Conservative estimate, 3,000,000 in 1926.



Wm. F. Heide

Vice-President, Henry Heide, Inc., New York

Newly Elected President of National Confectioners Association

New Officers and Executive Committee of the N. C. A. for 1927-1928

President—WM. F. HEIDE, Henry Heide, Inc., New York City, N. Y.
 Vice-President—GEO. H. WILLIAMSON, Williamson Candy Co., Chicago, Ill.
 Vice-President—A. M. KELLY, Wallace & Company, Brooklyn, N. Y.
 Secretary-Treasurer—WALTER C. HUGHES, Chicago.

Members of Executive Committee

Division No.	Name	Name of Firm	Address
1.	Geo. F. Schrafft.....	Wm. F. Schrafft & Son.....	Boston, Mass.
	Geo. H. Bunton.....	Geo. H. Close Co.....	Cambridge, Mass.
2.	Chas. Haug	Mason, Au & Magenheimer.....	Brooklyn, N. Y.
3.	A. E. Sander.....	York Caramel Co.....	York, Pa.
4.	John Voneiff	The Voneiff-Drayer Co.....	Baltimore, Md.
5.	Edw. M. Becker.....	The Edw. M. Becker Co.....	Cleveland, O.
6.	W. C. Dickmeyer.....	Heit-Miller-Lau Co.	Ft. Wayne, Ind.
7.	Malcolm McDonell.....	Puritan Chocolate Co.....	Cincinnati, O.
8.	N. F. Fiske.....	Hollingsworth Candy Co.....	Augusta, Ga.
9.	E. B. Hutchins.....	The Bonita Co.....	Fond du Lac, Wis.
10.	Chas. F. Bunte.....	Bunte Bros.	Chicago, Ill.
11.	F. M. Keller.....	Mueller-Keller Candy Co.....	St. Joseph, Mo.
12.	Olin Davis.....	King Candy Co.....	Ft. Worth, Tex.
13.	Geo. E. Williamson.....	John W. Woodward & Co., Inc.....	Council Bluffs, Ia.
14.	H. C. Paris.....	The Paris Factory.....	Minneapolis, Minn.
15.	A. C. Baker.....	Brecht Candy Co.....	Denver, Colo.
16.	W. A. McDonald.....	Tru Blu Biscuit Co.....	Portland, Ore.

RESOLUTIONS

Committee on Trade Information

WHEREAS: It has been the universal experience of practically all trade associations representing manufacturing industries that the compilation and distribution to the members of certain kinds of trade information is of inestimable benefit to such members, and WHEREAS: This Association has no plan for obtaining such information for its members, therefore be it

RESOLVED: That the President be given the authority to appoint a Committee on Trade Information, such Committee to be composed of not less than seven (7) Active Members; and that it shall be the duty of such Committee to make a thorough investigation relative

to the methods now employed by other Trade Associations for the collection, compilation and distribution of Trade Information to their members for the purpose of determining the probable value and benefit of adopting some plan for the collection, compilation and distribution of Trade Information to the members of this Association; and it shall be the duty of said Committee to submit a report of its findings and recommendations to the Executive Committee for their approval and action; and that such expenses incidental to the work of said Committee as shall be authorized by the Executive Committee shall be paid by this Association.

Committee on Depreciation

WHEREAS: The Commissioner of Internal Revenue has authorized the initiation of a study of depreciation and maintenance charges with a view to the adoption of a definite procedure in the future audit of tax returns, and, Whereas: It is of vital importance to the Active Members of this Association that a uniform method of depreciation on machinery, fixtures and equipment be adopted which can be used in connection with the computa-

tion of their Federal Income Taxes, and, Whereas: There is no uniform method in effect at the present time; therefore be it

RESOLVED: THAT the President of this Association is hereby authorized to appoint a Committee on Depreciation to be composed of not less than seven (7) Active Members, one of which shall be appointed Chairman of the Committee; and it shall be the duty of said

(Continued on page 54)

Clean, Dry Starch of J

for every cast—by
with the HUHNS

Production of starch cast goods can be doubled with *one-third* the number of boards with *one-third* the amount of starch and with *same* floor space as before.

With a unit installation of two Huhn machines—a cooler and dryer—the wet starch is dried, cooled and returned to buck or mogul in **6 minutes!**—in exactly the desired condition of temperature and moisture content.



The Huhn Starch Dryer as exhibited at Atlanta City

Count the Cost—

for instance: A plant using 100,000 pounds of starch with the regular dry method produce with the Huhn System the same tonnage with 33,000 pounds of starch one—as many boards, with same floor area. Or production can be tripled by running—three shifts if desired—because the wet starch which is emptied from the is cooled to any desired degree and the same starch filled with new goods again in less than ten minutes.

With the Huhn System the entire stock of boards are in cast. Better quality produced because the starch is always absolutely uniform in temperature and moisture content.

Send for and kinds of you can

A. HUHNS MFG. CO., 3915

of Uniform Temperature

-by continuous process

STARCH DRYING & COOLING SYSTEM



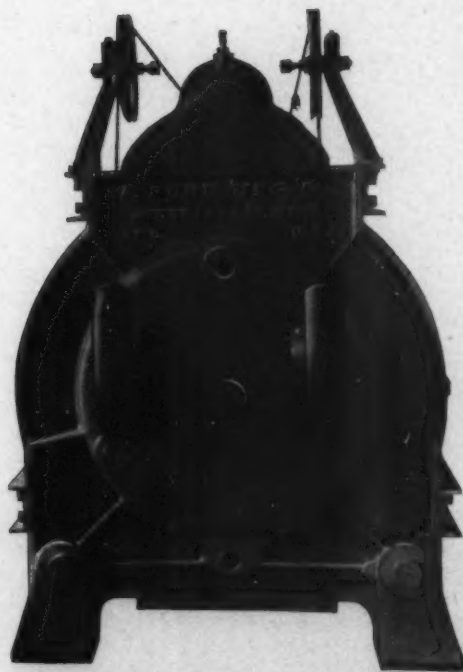
exhibited at N. C. A. Exposition last month
at Atlanta City

ar dry method can
ds of starch one-third
by run continuously
from the ds is dried,
ods again mogul in

Better quality of candy is
ture and ore content.

d for and tell us what
ds of you cast in starch.

3915 Lawatha Ave., Minneapolis, Minn.



The Rear End View of a Huhn Continuous
Starch Dryer



Looking East from the Steel Pier—"The Breakers" in Background.

Problems of Confectionery Industry and What the N. C. A. Is Doing to Solve Them

The opening address of the recent N. C. A. Convention

by V. L. Price

as President of the National Confectioners Association

THE past year and the present one have been full of perplexing problems. Some of them of our own making, others caused by changes in methods of distribution and new demands and others by what we call general conditions. Each individual has been trying to find a way out for himself. Some have succeeded, others have failed. It is not our function as an association to try and solve individual problems, but instead to help the individual in his solution through cooperative action. Cooperation along constructive lines is a very difficult thing to promote. First we are restricted by the law as to certain methods of cooperation; secondly, we are hampered by the unwillingness of many to cooperate, and lastly, we are held back by a lack of confidence in each other. Though we all realize that cooperation is an essential common need and though we all want it, there still exists the unwillingness to wholeheartedly and conscientiously

enter into it.

Of course, we know that all our troubles are capable of cooperative solution, but there are many things we can do if we will work together. These things are common ailments with all of us and are very contagious.

Your officers and executive committee are hoping, at this convention, to find a practical remedy. To that end the following subjects will be brought before you for consideration and action and I sincerely hope you will attend our sessions promptly and regularly and enter into the discussions earnestly. Many of our members have given much of their time in the study of these problems and we are sincerely indebted to these men and owe them, at least, our careful consideration, of the matters they will bring before us.

Traffic

The traffic question is one of great importance, to those who pay freight as well as to those who sell f. o. b. factory, because the freight cost has

to enter into the final cost. The lowering of freight rates on candy means much to all of us. The effect of the present high rates upon profits and localization of business is a vital economic factor and is only possible of solution by the industry giving the question their undivided support. When one section of the industry is for a change and the other opposed to it nothing can be accomplished. We should not seek special favors, but a general reduction or change in classification.

There is also the need of someone being constantly on the watch to protect our common interests and representative of the industry as a whole.

There are many valuable traffic services that can be rendered each of us individually, by the right kind of a national traffic organization.

Realizing the importance and delicateness of this question a special traffic committee was appointed after your last convention. This committee has given a year's careful study of the subject under the chairmanship of Mr. J. P. Garrow who will report to this convention the recommendations of his committee, which, with the approval of the convention will be a guide for your association's future activities in traffic matters.

Returned Goods

We all realize that we must be responsible for our own mistakes in the matter of returned goods, but there our responsibility should end. But the question of returned goods is not so much one of individual responsibility as of competitive fear. Few of us are able to stand on our rights, but must allow abuses because our competitors allow them. And when a manufacturer cannot stand on his own rights, abuses creep in and magnify until they get to be an intolerable burden. There are few, if any, of us who wouldn't enforce our rights if we knew our competitors were enforcing theirs. Beyond the individual who has courage enough to stand on his rights, the solution for the majority lies in cooperative action. The returned goods committee under the chairmanship of Mr. J. H. Dougherty has been studying this problem since your last convention and will present to you their conclusions, and it is earnestly hoped that your association may find a way of action that will at least greatly lessen this great evil.

Credits

The prices of candy are ridiculously low, but the cheapest thing in the candy business is credit. The troubles of the jobber are magnified by it; the profits of the manufacturer are greatly lessened by it. What profits it, to have produced a fine piece of candy, to have advertised it, done detail work and given free goods to sell it and then the fellow you sold it to doesn't or can't pay for it.

What is the trouble? Is it because we are so anxious for business that we are willing to take unreasonable credit risks or is it because we haven't reliable and adequate sources of information? I think it is principally for the latter rea-

son and in order to ascertain whether or not there is a way by which, we, as an industry, can handle this problem, a special credit committee under the chairmanship of Mr. G. C. Haislip has given this question a year's conscientious study and will present to you the decision they have come to and let us hope that in their recommendations we may find a remedy for this evil.

Cost Accounting

For the newcomers in our industry and for many who are already in it there is need of our association having for distribution a simple, accurate and thorough cost accounting system.

A special committee, of men thoroughly qualified to prepare such a system, are at work upon same and it is hoped that it will not be long before your association will be in a position to render this service to the many who need and ask for it, and its distribution should give a more accurate knowledge of costs on the part of those who are not now in possession of such information. This should improve competitive conditions and save many a dollar for those whose cost figures are inaccurate.

Arbitration

We haven't made much progress with arbitration in our industry and in this respect as in many others we are far behind modern methods. But we still have hopes and the time will come, when backed by national and state arbitration laws, our industry will find arbitration a fair, quick and economical means of settling many of our perplexing problems.

U. S. Department of Agriculture

Under the guidance of Mr. Herman L. Heide, chairman of this committee, much valuable research work has been done by the U. S. Department of Agriculture for our industry and there is a willingness to help us in many of our production problems that we should take every advantage of.

Survey of the Candy Industry

Another department of the government, the U. S. Department of Commerce, has appropriated the sum of money necessary to make a survey of our industry and Mr. R. L. Purdon of the division will explain the purpose and scope of this survey.

Here we have a department of the government fully equipped and anxious to serve our industry in the gathering of statistics that will be more than just interesting. They will give us basic and comparative facts that will stop our guessing and enable us to promote production and sales efforts intelligently.

Here lies a great opportunity that I sincerely hope we will not fail in taking full advantage of by our individual cooperation.

Bad Trade Practices

Still another department of the government comes to our aid, the Federal Trade Commission, in the correcting of the unfair trade practices within our industry. It is going to be our great privilege to have the Hon. William E. Humphries

(Continued on page 55)

Recommendations for Cooperative Action in Granting and Extension of Credit

Report of Special Credit Committee

Read for Grover C. Haislip

*Chairman Credit Committee, and Credit Mgr. Williamson Candy Co.
by Wm. Dalchow, Credit Mgr. American Chic Co. at N. C. A. Convention*

Secretary Hughes' office has been receiving from time to time various suggestions of methods and procedure needed to obtain better cooperation in the granting and extension of credits in the confectionery industry. Believing the entire question of credit extension in our industry of great importance and interest to our various members, your Executive Committee, at the convention held in Chicago in 1926, appointed a Credit Committee to investigate these various requests and the entire situation from a standpoint of cooperation among members, and to submit its report to this convention in Atlantic City.

Your committee has made a long and extensive study of this entire question and believes that the following method of procedure is the one best suited to our needs, considered from the various standpoints of efficiency, economy and availability. You will notice that specific recommendations have been made, but before calling them to your attention we would like to stress very strongly that they were made as a result of mature and deliberate study and are not prompted in any manner, shape or form by undue sympathy or leanings towards any organization or group of individuals.

N. C. A. Credit Department Not Practical, Because—

AMONG the questions brought to the attention of your secretary's office was the lack of available information regarding the paying habits of the customers of the various members. It was suggested that your secretary's office organize and oversee the functioning of an interchange bureau, whose duties it would be to collect and disseminate credit information to all participating members. This scheme was thoroughly discussed and considered by your committee and was rejected for the following reasons:

1. That information obtained and disseminated would cover only the experiences of those engaged in the same lines of business as ourselves, whereas actual experience teaches us that a large number of the customers that are sold by the membership of the National Confectioners' Association deal not only in confectionery, but in many other lines of merchandise. It could readily be understood that their pay

experience in the confectionery line might be good and very poor with other lines of industry.

2. The experience of other organizations has taught us that to form and operate an interchange bureau of this character would be a very expensive procedure and that the information given to the membership generally would be only on a high, unit cost basis.
3. The experience of others has also taught us that it would require a considerable length of time to actually have such a bureau operating efficiently and that during such period of time members would be contributing funds to its support and receiving very small relative benefits.
4. That other sources of securing the same information in a more complete manner and at a greatly decreased cost are readily available.
5. That under the circumstances stated above it would be more practicable and more economical and more generally sat-



GROVER C. HAISLIP
Credit Manager Williamson Candy Co.

isfactory to avail ourselves and make use of some organization already organized and functioning for such information as we need.

The Interchange Bureau of N. A. C. M.

In looking over the field of those offering services of such nature we found one organization that was giving outstanding service and which, in the opinion of your committee, is the best qualified and best able to give our membership the credit service which they desire. The organization mentioned is the Interchange Bureaus of the National Association of Credit men. Permit me to again reiterate the fact that the judgment of your committee in recommending the further use of this organization is made absolutely without bias and without any feeling other than that of ordinary courtesy towards the National Association of Credit Men and its subsidiary branches.

Your committee found, however, that while the National Association of Credit Men was giving very efficient service in many localities, that there were some localities in which this service did not measure up to the standard which your committee deemed advisable. As a result conferences were held with representatives of the National Association of Credit Men, chiefly with E. B. Moran, manager of the central division located in Chicago, and that as a result of such conferences the National Association of Credit Men volunteered to furnish the National Confectioners' Association and its membership with services over and above that rendered to others participating in the interchange bureaus. Before outlining their proposal your committee desire to give you a brief resume of the work and operation of the interchange bureaus as presently conducted.

Scope of "Interchange Service"

The membership in the interchange bureau is based on the membership in the National Association of Credit Men, whose dues are in most cases \$25.00 to \$35.00 per year, depending upon which local branch of the association membership is taken out in. This, of course, entitles members to all other services of the Credit Association other than interchange services.

Interchange service is sold on the following basis:

Minimum contract—100 original reports at a cost of \$1.00 per report.

Other reports at reduced costs in proportion to the size of the contract. So that 1,000 or more reports would be on the basis of 75 cents per original report.

You will notice that the term "original report" has been used. This has been done because of the fact that in addition to an original request for information customers receive free of charge a complete report on every customer on whom they answer an inquiry. In other words, the Interchange Bureau forwards to its affiliated members requests for credit information on specific accounts. When such information is returned the member furnishing the information is entitled to a complete report received from all other mem-

bers. Actual experience has shown that the members average 11½ free reports to one original report, so that figuring on the basis of \$1.00 a report they actually pay for reports received on the basis of 12½ for \$1.00. This is the general average throughout the country, although in some localities, notably Chicago, the average is 15 to 1.

The members are also requested to furnish a list of customers whom they are selling, which list is filed in the various offices of the Interchange Bureau and when information of a particularly interesting nature develops, such information is forwarded to all subscribers listing such an account, free of charge.

The fault of the service rendered by Interchange Bureaus has been that while it is very complete in some localities, notably the larger centers of population, it has not been as complete in the smaller centers. The National Association of Credit Men has offered, through its representatives, to place in their organization one or more individuals whose duty it will be to see that the members of the confectionery industry receive special and preferred attention in the matter of receiving reports, and that in addition this party or parties would be willing to operate a reciprocal report system which would function in the following manner:

Reciprocal Report System

All members would forward to a central point at stated intervals a list of their customers whose accounts were 60 days overdue or over, or with whom they had been having credit trouble of an unusual nature. All of these reports would then be compiled alphabetically and forwarded to the various members at stated intervals, so that each participating member would receive a list of past due accounts that would practically cover the entire confectionery field. The name of the members furnishing the information would, however, be concealed and would not be known to any but our special representatives in the Interchange Bureau.

Your committee feels that inasmuch as the Credit Association has specified that such service be rendered only to those taking memberships in their association and Interchange Bureau contracts, that a slight additional fee should be charged for these additional services. It has guaranteed that such additional charge would not exceed to each member \$25.00 per year and has agreed to reduce it considerably under this figure if it is possible to do so.

For your information the other subjects considered were:

Standardization of terms and discounts.

Records of suits filed, judgments rendered, chattel mortgages against stock and fixtures recorded and reported to the general membership.

Assistance in obtaining financial statements, joint action in handling affairs of insolvency, etc.

Formation of trade groups in every possible center of population, etc.

(Continued on page 45)



The Holiday Crowd and the Steel Pier the Week End Following the N. C. A. Convention.

For a Fair Deal on Traffic Rates

Report of Traffic Committee before the N. C. A.
Convention at Atlantic City, May 25th, 1927

by J. P. Garrow

Traffic Manager, Shotwell Manufacturing Co., Chicago

THE cooperation and support of the independent members we find to be absolutely essential to the success of the association traffic bureau. In traffic, as in other phases of trade association activity, cooperative action enables the individual members of the group to profit by the employment of a high grade executive to build up an efficient organization at a minimum of expense. By providing a medium through which a single opinion, instead of a multitude of opinions, may be presented to the carriers and regulating bodies, the trade association through its traffic bureau is enabled to coordinate their views and speak on transportation problems as a single voice for the entire industry.

Considering the question from every angle, and after a careful study of the individual report of the committee members, I am of the opinion that the committee should be continued and authorized to work and serve the membership along the lines of the present service offered by the Biscuit and Cracker Association of America, Portland Ce-

ment Association, Tanners' Council, etc., as indicated above; in other words, we should, for obvious reasons, get started in a small way, laying a solid foundation for a permanent and real organization later on. Let us remember that the worth while developments, or attainments, are not the impulsive ones, but those deliberately conceived, carefully weighed, thoroughly studied and systematically worked out.

Under this plan the committee would, along with studying transportation conditions in general and formulating policy for consideration of the Executive Committee, handle:

1. General increases in freight rates of a national character, or possibly of a sectional character, provided such sectional questions would create no conflict of interest between members or create any undue preference or prejudice as between the different rate-making sections of the United States.
2. Freight classification, including rules, regulations, etc.
3. Questions pertaining to legislative matters

THE MANUFACTURING CONFECTIONER

in which all members may be interested as a whole and only such questions as would affect the industry as a whole, either directly or indirectly.

4. Dissemination of important transportation information through circulars, trade journals, etc.
5. Arbitrate sectional differences.
6. Shipping containers—packing, shipping and receiving room methods, etc.

Personnel of Committee

The committee should, in my opinion, be enlarged so as to give us more workers, as for example, we should have one more man from the two principal producing areas, that is, the eastern and middle western sections. I also believe that special interests, such as the popcorn and chewing gum people, should be given representation. Rather than group chairmen, the committee should have two vice-chairmen and a secretary to assist the chairman. Questions of personnel should be worked out and recommendations made by the chairman for approval of the president.

Meetings

Meetings such as we have held during the year will do more to promote the best interest of the industry along these lines and preserve a more harmonious relationship in transportation matters than any other medium. The general meeting of the committee should, in my opinion, be held once a year and at the time of our annual convention. One meeting at least should be held at a centrally located point in each section each year and at a convenient time for the members of that particular section. As, for example, a meeting of the Pacific Coast Group should take place at the time and place of the annual meeting of the Western Confectioners' Association. The Eastern Group at the time and place of the annual convention of the Eastern Confectioners' Traffic Bureau, etc. Special meetings could, of course, be called by the chairman at his discretion.

Dockets

Dockets of subjects for consideration of the committee should be prepared by the chairman or vice-chairman for consideration of the committee

at these meetings. A docket advice carrying all information available would be prepared and mailed each member of the committee at the time the question was first brought to the attention of the chairman for consideration. Provided this report is accepted, we will have up for consideration some thirty-five or forty subjects.

Legal Counsel

Most of the matters before us can be worked out by the chairman, vice-chairman or individual members of the committee, but in some cases special legal counsel will have to be employed. Such counsel could be employed on a retainer basis, or could be taken on whenever occasion demanded.

Expenses

A budget of expense items should be prepared by the chairman in cooperation with the committee for approval of the Executive Committee.

These are, of course, all questions that can and should be worked out by the committee.

It is my further recommendation that the committee be authorized to consider a survey to be made at once by competent people outside the industry in connection with our rate structure and for which a special appropriation could be made. This survey would include all candy and confectionery ratings in effect throughout the United States, as well as rates and ratings applying on all raw materials going into the manufacturing process. Comparisons could be made of analogous commodities, etc.

We might also consider a survey of shipping containers, as well as packing, receiving and shipping room methods. Such a survey was recently made by the traffic group of the National Association of Retail Dry Goods Stores with wonderful results.

The work of the committee should and must be confined to a consideration of industry problems rather than to individual or sectional problems. Its efforts should be directed to bring about the greatest good to the greatest number. We should not, as is the case with other associations, concern ourselves in connection with the general level of rates, except insofar as it may be shown that the confectionery industry has to bear an undue portion of the transportation burden.



\$10,000 of Uncle Sam's Money to Help Us
Plan Production and Sales Effort
Intelligently

How can we profit by the Government's survey
of confectionery markets and distribution answered

by R. L. Purdon

Sugar and Confectionery Division, U. S. Dept. of Commerce

(Excerpts from address delivered before N. C. A. Convention, Atlantic City.)

THE natural questions which arise in your minds concerning this survey are, "What is it all about?"; "What is expected of us?" and "What good will it do me?" I shall try to answer these categorically in a few minutes, but must first make a few general observations to furnish the proper perspective for the discussion. We all know that great and significant changes have taken place in the commercial life of the nation during the past generation, but not all of us know exactly what they are nor just how they affect us personally. Fifty years ago merchandising was a simple problem. The manufacturer of candy probably operated in his own kitchen, drew his labor supply from his family circle, his raw materials from his own locality, and he knew personally every customer. He did not have to guess what was wanted; when it would be needed, how much it would cost him, and what it could be sold for. He could know these things from personal observation. He had no problem of interstate traffic, freight rates, insurance; little capital tied up, and no competition. His production and sales could be always in balance. At the same time, his volume of business was strictly limited by his personal contact with sources of supply and his market.

When some adventurous candy manufacturer loaded up a wagon and visited neighboring towns, first selling direct to the householder, and eventually arranging with local retailers to stock his goods, he became the first jobber and began the system of spreading sales over larger territory to increase the size of his business and, in theory, his net profits, which has since grown into our present complex system of distribution from manufacturer to jobber to retailer to the ultimate consumer, with many variations. With the increase in sales range necessary under modern conditions, this system is indispensable and each factor in the chain of distribution must work in harmony with the others to produce successful results. Personal contact between the manufacturer and the consumer is no longer possible, nor can the former hope to be familiar with the hundreds of thousands of retailers who are prospective purchasers of his goods. So that he must depend on regional distributors, jobbers or whole-

salers for accurate knowledge of the wants and peculiarities of the consumers in different regions, and he must coordinate his production with the knowledge so obtained. This is vital. Production and sales are never going to balance so as to secure the maximum net profits if the former is not based on accurate knowledge of what the consumer is going to buy. We must never lose sight of the fact that all elements in distribution can succeed only insofar as they are able to satisfy the real wants of the consumer in quality, service, and price. There is no profit in "hit and run" orders. Real profits come only from selling the consumer not once, but all the time.

Probably every evil which besets the confectionery industry today is directly traceable to a lack of real knowledge of the consumer's requirements in one way or another. One would naturally think that no effort would be spared by manufacturers to get as much reliable information on prospective demand for their goods as possible, but this is not generally true in the confectionery business. There are many exceptions, of course, but you may be surprised to hear that out of some 60 manufacturers whom I have already interviewed in connection with the survey, not one of them could readily tell me who was buying his goods. And this includes some of the largest firms in the business. If you can say definitely today how much of your goods are sold to retailers, to chain stores, to wholesale confectioners, to tobacco jobbers, to wholesale druggists, to wagon men, etcetera, you are far in advance of most of these 60 representative manufacturers.

So the evidence thus far submitted shows that not only has the average manufacturer of confectionery lost touch with the consumer and the retailer; he really does not know his jobbers, nor even the relative importance of different outlets for his goods. He may make more or less accurate guesses at these things, but he has seldom troubled to analyze his records and get the actual facts. Under such conditions, it is not at all surprising to find the industry complaining generally that production and sales cannot be made to balance.

The confectionery industry has emerged from the swaddling clothes of infancy and become one of our major industries. As such it will have to

DIAGNOSIS *of* INDUSTRIAL ILLS.

1-PROBLEM

IT MUST BE CLEARLY UNDERSTOOD

2-EFFECTS ?

WHAT ARE THE BAD

(A)- ON THE WHOLE INDUSTRY

(B)- ON THE INDUSTRIAL UNIT

ARE THEY SERIOUS ENOUGH TO REQUIRE DEFINITE TREATMENT ?

3-REMEDY

TO FIND THE

THERE IS REQUIRED

(A) STRATEGY (PROCEDURE) COMPOSED OF

- 1 - KNOWLEDGE OF ALL FACTORS MUST BE MADE AVAILABLE FOR STUDY*
- 2 - A PLAN (PROGRAMME) TO APPLY THE PROPER REMEDY MUST BE ADOPTED*
- 3 - ACTION MUST BE TAKEN ON THE PLAN ADOPTED*

*AND FOR THE INDUSTRY
THERE MUST BE*

(B) ORGANIZATION OF WHICH THE ELEMENTS ARE

- 1 - LEADERSHIP*
- 2 - INTELLIGENT SUPPORT OF LEADERS ON PLAN ADOPTED*
- 3 - MORALE (OPTIMISM) (ABSENCE OF FRICTION)*

Chart used by Mr. Purdon when delivering his address published herewith

adapt itself to the best modern industrial practice in order to stay in the running. Problems common to all units in the trade, national or international in scope, cannot very well be solved by individual effort, but require the coordinated attention and action of the trade as a more or less cohesive unit. We must broaden the market for our type of goods as a whole in order to progress, knowing that nothing can stand still, but it must be done by concerted effort behind a well-defined national plan rather than by the sporadic effort of individuals only. That the confectioners are alive to this is evidenced by their hearty support of the National Advertising campaign. But, when all is said and done, there is going to be just so much business to go around, at any one time, and the concern of the individual manufacturer is to get such a share of this as will yield him the maximum net profit. If, through lack of information, he merely tries to produce as much as possible and sell as much of this as he can, without relating these activities directly back to profits, a dangerous course is being pursued which can ultimately lead only to bankruptcy or enforced reorganization.

Over-expansion will lead more quickly to dire results than will lack of enterprise.

The real problem of each manufacturer is to

find his proper niche in the confectionery market and then to serve his logical field with maximum satisfaction to the consumer and profit to himself. It is far better to make \$5,000 on a \$20,000 investment than to lose \$100,000 trying for a million dollar distribution which may exist only in the desires of the manufacturer.

Chasing Rainbows

In case after case which has come to the attention of the Department of Commerce, manufacturers have been found striving for unprofitable business at great distances from their plants, whereas an investigation proved that profitable sales areas in their own vicinity were being neglected. In one case an eastern firm was annually spending \$82,000 to get \$80,000 worth of business in Texas. They had never even figured what sales in that area were costing them.

In still another case a wholesale grocer found that while his total sales were in satisfactory volume, he was making less profit every year. It was discovered that nearly half of his sales were for sugar, on which he actually showed a loss, whereas two items, which had been regarded as minor and which his salesmen never attempted to push, were returning no less than 20 per cent of his total profit. The obvious adjustments were

made and another sick business had been put on its feet.

As one more illustration, I will cite a sales territory where one manufacturer was spending \$3,000 per year to build up sales, and he, with five competitors, were together spending annually \$20,000 for this purpose. A survey of the territory proved conclusively that it would absorb only \$6,000 worth of the product.

I have had placed here on the platform, to help us visualize the problem before us and the objects of the distribution survey, a simple chart (reproduced herewith) which outlines the usual method of applying a remedy to any industrial ailment. First, of course, we realize that we have a problem and must understand exactly what it is. In our case it is the fact that production and sales do not balance.

Next, we have to consider the effects of this bad condition on the industry as a whole and on the individual units composing it. This failure to balance production and sales on a profitable basis has afflicted the confectionery industry with a high rate of bankruptcy, cut-throat or "desperation" sales, and a whole train of ensuing ills. It has forced the more reputable and the more intelligent manufacturer to seriously impair his legitimate profit in order to keep his sales volume amid such chaotic and feverish practices. If these conditions are serious enough, it is then necessary to find and apply some remedy, and the next questions are, "What shall be the remedy and how may it be applied?"

Why the U. S. Government Is Making This Survey

In order to answer these questions, it is imperative that the actual facts be set down and studied. Mere personal opinion and guesses must be ruthlessly cast aside if the real facts are to become clear, and so the first step in our strategy is to get unvarnished, impartial information. Having decided that this problem of distribution required attention, your leaders felt that the collection of facts should be left to some impartial agency, preferably the government, and that is how it happens that Congress has appropriated \$10,000 for the purpose and charged the Department of Commerce with the work.

This is the only direct connection which the department will have with the whole problem. We are to secure the facts, with the cooperation of the trade, compile them in such a way as to provide a perspective view of national conditions, and then leave the picture, in the hope that the trade itself and the individuals therein will apply the results to their problems so as to better the conditions for which remedies are indicated.

No one should expect this survey, of itself, to furnish a panacea for the problem of distribution. The final value of the work will be realized just insofar as its disclosures are used by the trade. There is no known way of equalizing the personal equation, and information will be passed over entirely by some firms which will be seized upon and made the basis of profitable readjustments by others. The value of the survey to you, indi-

vidually, therefore will depend entirely on your ability to apply it to your own problems.

Having been assigned the problem of candy distribution as a basis for this survey, the department had next to work out the practical details of how to go about it so as to secure results of maximum benefit to the individual manufacturer within the limits of the funds available and the time which we shall have in which to complete the work. The appropriation is a small one with which to cover the whole country and we are asked to make every effort to complete it by January 1, 1928, so that the results will be available to manufacturers and sales managers who wish to use them in formulating their sales, advertising and distribution policies for 1928.

In order to do this, it will be necessary to rely heavily on the accuracy of reports furnished by yourselves and sent to us through the mails. In cases where a manufacturer has difficulty in answering the questions, it will probably be necessary to have an agent call on him and help him out. But it is essential that such field work be kept down to an absolute minimum, and so we ask your careful cooperation in filling out these reports as accurately as possible and returning them with the least practicable delay. We have taken every possible precaution to safeguard the confidential character of such reports and manufacturers may give the information requested with confidence that it will not be improperly used. The individual reports will be seen only by the government personnel working on the survey, who are sworn to secrecy. Even this personnel will not know to whom any one report pertains, as the name of the firm will be removed when it reaches the bureau and thereafter identified by a number instead of the firm name. Our mailing lists and the reports themselves will be kept under lock and key at all times.

Assurance is also given that the results of this survey will not be published in such a way as to disclose information concerning an individual business which could possibly be harmful to it.

In Question 2 you are asked to classify your sales according to the type of distributor, and this will provide information nowhere available at this time as to the relative importance of each class in distributing the nation's candy. This was the question which had to be reduced to three items, "chain stores, other retailers, and all jobbers lumped together," because it seems that few firms in the trade make any detailed analysis of their distributors.

Question 3 applies only to manufacturing retailers and the data secured from the answers to this question will furnish a picture of the growth and relative importance of this important branch of the industry.

Question 4 is designed to show the distribution of candy throughout the country and is the most important of all. From the production census of 1925 we know about how much candy is produced in the different states, something about the wholesale and retail outlets, etcetera. When this distribution survey is completed we should know also something definite about how much candy is

shipped out of each state and how much comes in from outside sources, thus giving us a more accurate picture of regional consumption. It is thoroughly appreciated that many manufacturers do not keep their records of sales by states and so cannot readily answer this question. In such cases we ask that you give us the information by salesmen's territories, or other sales areas for which your records are kept, and we can devise means of making them comparable with the other data secured.

The next and final question has to do with exports to foreign countries, if any, and all that is needed here is a list of the countries to which you shipped candy and the amounts to each.

Thus we have tried to ask the manufacturer as few questions as possible and we feel confident that, with the cordial support evidenced on all sides, we should be able to get this information tabulated and available by January, 1928. We ask you manufacturers to answer these few questions as accurately as possible and without delay, and promise that with your kind cooperation we shall do our best to give you results of real value.

It must not be supposed that a mere compilation of the answers to the questionnaire is all that you will get from the survey. There are available in Washington, and from other sources, much data which can be compared with the information provided by the manufacturers, and which will enable us to show up a great many valuable facts. For example, we have prepared already informa-

tion which shows the capacity of people in the different parts of the United States to buy such merchandise as confectionery. By comparing this with the survey results we should be able to show clearly and in a simple way whether or not any certain state seems to be over-saturated or offers real sales opportunities which perhaps are being neglected.

I have already consumed so much more of your time than had been anticipated that I am forced to forego any further illustrations of the many facts which we can add to the questionnaire results which should give you information of some practical value in your own business. Suffice it to say that the best thought and energy of the Washington staff will be devoted to giving you something really worth while, and we hope and believe that when the work is finished the industry will be in a better position to find solutions for some of the more pressing problems of distribution.

In concluding, I must pay highly deserved tribute to Mr. Price, Mr. Hughes, the members of the Executive Committee, to Messrs. W. K. Burlen and Olin Jacobs of Boston, and to trade press, who by their vision, conception of the industry's needs, indefatigable effort, and unfailing sympathetic counsel and advice, have brought this survey into being and greatly lightened our labors in Washington. On our part we pledge our best efforts to the accomplishment of the results desired by the trade.

Granting and Extension of Credit

(Continued from page 39)

Your committee mentions these to show the natural outcome of consideration of credit problems and believes that such problems will eventually force themselves upon our general membership and demand a satisfactory solution for themselves. For that reason your committee feels that a permanent credit committee should be appointed, whose duty it is to consider such various questions and to bring them to the attention of your Executive Committee and general membership whenever the case warrants.

Suggested Program of Action

To summarize your committee believes that as many as possible of our general membership should cooperate with the plans suggested by:

First: Taking out membership in the National Association of Credit Men through their nearest local office.

Second: Taking out interchange contracts based on the probable number of original reports desired.

Third: Participating in such slight additional expense as is necessary to secure extra service in interchange bureaus for members of our industry.

In payment of such additional expense and participation our members are to receive:

1. A number of original reports based upon their contract in the Interchange Bureau.

2. Complete free reports on every credit inquiry answered.

3. Reciprocal information compiled at stated intervals, preferably every 30 or 60 days, to all members actually furnishing such information. This reciprocal list to be compiled by the offices of the Interchange Bureaus under the direction of the special representative of the confectionery industry and mailed out only to participating members.

Your committee feels that this action will greatly help to solve the question of proper credit information throughout the trade. Information furnished will be alive and up-to-date. Your committee does not feel, however, that this solves the question of credit extension, because information is only of value as it is used.

In conclusion we would again like to state very positively that all conclusions are based upon no personal friendship or feeling for the National Association of Credit Men or against any other organization, but is based entirely upon the fact that we feel they are the only available national organization capable of supplying us with the desired information. The fact that they also are a cooperative organization, organized not for profit, has also had some bearing upon our decision.

What's in a Name?—for Candy Bars

A discussion of the candy bar business
from standpoint of names and numbers

by Roy E. Hanson

Vice President, Milwaukee Printing Co., Milwaukee, Wis.



Mr. Hanson, reeling off exhibits of bar wraps: "At this rate all the names in the English language will have been used to name candy bars in two more years."

Who Started It?

WE believe that nothing has so stimulated the tremendous consumption of candy bars as the use of a colorful name. We have tried to find the origin of the use of unique names on candy bars. The George Ziegler Company, of Milwaukee, while they lay no claim to the origination of this idea, are nevertheless reputed to be one of the first users of it. If we are wrong in this supposition, we would like to get the real information on it, if for no other reason than the satisfaction of knowing just how it all came about.

About 1913 the dance called the Fox Trot came into existence. Mr. Andrew Ziegler at that time conceived the unique idea of attaching that name to a candy bar. Almost simultaneously the Bunte people decided to call one of their products by the then voguey name of *Tango*. From that modest beginning in 1913 came the present tremendous thing that we call the candy bar business.

Bar Name Situation Complicated

The bar name situation is becoming increasingly more complicated every year. There are in all, counting the big manufacturer as well as the little fellow who operates in the kitchen of his home, about 2,500 candy manufacturers in the United States. I would venture to guess that the average number of new bars gotten out by each of these men would be about six a year or a total of 15,000 new bars a year. There are approximately 30,000 pure English words in the English language. Think of it! If we would start at the beginning of the dictionary and run through it crossing out one word for each new bar that

came out, within two years every available word would have been exhausted.

There are probably many of your manufacturers sitting here today who are not thoroughly able to appreciate the condition that exists with reference to the name of new bars.

In order to give you a very good idea of the importance of this condition, I am going to try to briefly spin through this group of samples to show you just what this really means. Here goes. Remember that these are samples accumulated over a short period by only *one* wrapper manufacturer. Then take into consideration the tremendous number of bars that are not wrapped, those that are wrapped with bands, waxed paper and various other kinds of wrappers, and stop to consider that this tremendous mass of material, which if it were carried down the boardwalk would extend from the Steel Pier to the Traymore Hotel, is but a small part of the grand total of the number of new bars gotten out every year. Everyone of these bars was named by some individual or group of individuals who probably put hours, yes, even weeks of thought into the name in order to arrive at what they thought was a salable name. Do you wonder then that there is duplication in naming new bars?

Now let's complicate the situation. With the abundance of new bars coming out every year, all of which have to be named, the limitations placed on the English language is bad enough. But when you stop to consider that the *average* vocabulary of the masses of people is limited to about 500 words, you begin to realize how few names really are available for use. To me the marvel is not that there are occasional difficulties but, really, it amazes me that there are not more lawsuits and claims than there are at the present time. The limited vocabulary of the average individual who buys bar candy is a vital factor to take into consideration in concocting the name for the new bar.

96% of Us Comprise the Mob Masses

Captain John W. Gorby, of the United States Army, is responsible for the following figures accumulated during the war. The intensive test made on prospective army candidates from all walks of life revealed some very startling statistics.

2% of the people examined had no capacity for thinking whatever. They were imbeciles, hopelessly defective mentally.

18% of those examined were found to be of the normal development of the nine-year-old boy.

60% of them showed the normal development of the thirteen or fourteen-year-old child.

16% showed almost normal development, that is, the intelligence that is ascribed to an individual of 18 years of age.

This gives you the grand total of 96% of the population having a mental capacity of a normal 18-year-old person or under.

Only 4% of the people had sufficient mental capacity to assume positions of command.

This 96% mob mass is the class of people to whom you are selling your products. Is the name important to these people? If it is important, what sort of a name has the greatest possibility of taking hold? These are the questions, gentlemen, which you are vitally interested in, and the question on which I will endeavor to shed some ray of light. First of all, with a latitude of a possible 1% of exception, I am willing to be quoted as saying that there is no such thing as a good name. Some names are better than others, but there is no yard stick devised at the present time that will justify our measuring the degree of merit in a candy bar name.

Like a chain no stronger than its weakest link, so will the name of your new products be no better than you make it. The name, after all, is just the starting point. The home plate on which you can pound your bat as you go into the motion preparatory to socking out the home run that wins the game.

In order to help analyze the value of a name, let us divide the various names into classifications. I have developed six different classifications which I think cover practically all the names in existence.

- (1) The Descriptive Name.
- (2) The Coined Word.
- (3) The Snappy, So-Called "Jazz" Names.
- (4) A Name Based on a Timely Event or Piece of News.
- (5) Names of Famous People, Characters or Animals.
- (6) Bootleg Names.

Let us dissect this classification and take the good and the bad points from each name.

The Descriptive Name

The *Descriptive* name tells the contents of the bar. Here are some descriptive names that you will all readily recognize:

MILK NUT LOAF	PEANUT PATTIES
HONEY NOUGAT	MAPLE WALNUT
CHOCOLATE	
CREAM CAKE	MALTED NUT
	CRISP
NUT BRITTLES	PEANUT CHEWS

The *good* features of such names are that they give the consumer a real idea of what he is buying, and in many cases, whet the appetite and stimulate the desire for the product.

The *bad* part of the name is that there is nothing distinctive about it. You, as a manufacturer, have no protection under the law and anyone can step in and steal your name at practically any stage of the game.

Coined Names

In the second classification of *Coined Word Names* we have a very interesting situation. Many years ago when Mr. Eastman concocted the word

"Kodak" he was ridiculed. Yet this man merchandised this product so thoroughly that he was actually able to create a new word in the English language, and his word "Kodak," which at the beginning meant nothing at all, now is the popular term for a camera. The success of this product and other notable successes that followed it, like B. V. D., Victrola, etc., have resulted in many crimes being committed in the name of coined words.

Most of you will recognize names like

WANETA	JACKANJIL
DAMFINO	CUMGITIT
U-HU	HO-MAID

MALTEATA

and I even see, by a recent search circular got out by the National Confectioners' Association, that our good friend, Carl Graeser, of the P. Eckart Factory of Cincinnati, has applied for protection on the name "*Mynrurs*." What this means or how it is pronounced I am not even able to hazard a guess. (Carl: How come? Any open season for "*Mynrurs*" around Cincy?—Editor.)

The redeeming feature of a coined name is the element of protection. There is practically no danger of stepping on anyone's toes and a claim to the right to such a name can very easily be enforced.

The *bad* part of a name of this sort comes in when the attempt is made for *too* clever combinations. Names that are hard to pronounce and hard to remember are not good names. Most everyone has had the experience of being confronted with a menu in which the various items were printed in some foreign tongue! If you are going to name a product for popular consumption, make the name as simple as possible and leave no opportunity for mispronunciation. Remember the limited mentality and the *limited vocabulary of the average person*. Let's not kid ourselves. Bar goods are bought by the masses not by the classes. In talking to them aim low or you will shoot straight over their heads.

Jazz Names

Under the third classification of *Snappy So-Called "Jazz" Names* we have such example as our good friends

OH! HENRY	LEAPING LENA
SMART ALEC	FAT EMMA
BABY RUTH	WILD BILL
YUMPIN' OLE	FEVEN SAKES
SWEET DADDY	DIZZY LIZZIE
SNAPPY BABE	RED HOT MAMA

Someone has very aptly characterized the present day as the Gin Age. A lot of these names are certainly under the influence of liquor. The redeeming feature of these names is the fact that there is something humorous and lively about them. If this isn't the Gin Age, it is certainly the age of the Wisecracker, and we find a lot of people today who are getting by merely on their ability to amuse. Look at Will Rogers—he wisecracked himself into the position of Mayor at Beverly, California. Many of the candy manufac-

turers have been wise enough to cash in on this tendency of the times.

The unfortunate part of the so-called snappy names is the tendency to overstep the bounds of common sense. Many manufacturers have been glaringly guilty of this violation, and where they have, the public has quickly put the stamp of disapproval on them.

It may or may not have any significance, but the remarkable condition nevertheless exists that the biggest selling bars in the country today are those on which snappy or jazz names, at least in a degree, are employed. Names like Oh! Henry, Love Nest, Baby Ruth, Old Nick 7-11, Fat Emma, Denver Sandwich, and so on down the list, almost make us come to the conclusion that these are the sort of names the public wants.

What's the Life of a Candy Bar?

To digress for a moment—it might be well to answer the question of what is the life of a candy bar?

Look at this: Ziegler's *Fox Trot* was put on the market in 1913 and is still a big seller.

Bunte's *Tango* was christened also in 1913 and is still a success.

Mason Au Magenheim's *Peaks* came into existence in 1917 and is going bigger than ever.

Geo. Williamson's *Oh! Henry* is now in its seventh year of its active life and the outstanding 10c bar.

There are many others. The answer is: Your bar, if it is sensibly merchandised, will last as long as you want it to.

Current Event Names

The fourth classification of names based on some *Timely Event* or *Bit of News* is valuable only in that it rides along in the wake of a tremendous amount of advertising. Many of you will undoubtedly recall a few years ago the unfortunate experience of a Kentucky cave-in, when a man was imprisoned under ground for two weeks and the public focused its attention on the efforts made to release him. It was a foregone conclusion to us at the office that sooner or later someone would capitalize on that event with a candy bar. We were not mistaken. Bradas & Gheen, Louisville, Ky., who were in the immediate vicinity of the event were the first ones to grab hold by calling a bar *Cave-man*. I am honestly surprised that no manufacturer has tried to capitalize on the Snyder-Gray murder trial by calling a candy bar *Sashweight Mama* or some other "appealing" (?) tie-up.

Practically every new dance, popular cartoon figure, or outstanding movie has some counterpart in the bar industry. Such names as

BLACK BOTTOM	CHARLESTON
BIG PARADE	OH! MIN
SESQUI	ALWAYS

BUBBLING OVER

and others are an attempt to tie-up to the tremendous newspaper publicity that is being given the particular event. At the time I left the office no one had tried to hook up to the name,

"Whiskery," the winner of the 1927 Derby, but I can assure you that before long someone will do it. Maybe one of you gentlemen has already contemplated something of this sort. The rush for names to tie up to Lindbergh's famous flight is tremendous.

The *bad* feature of such names is that they almost invariably pass out of the picture just as quickly as they come into it, and unless a tremendous amount of advertising is put behind the name, the value of the name will die just as quickly.

Someone has said that there is nothing so dead as yesterday's newspaper. There have been glaring exceptions of bars that have succeeded after the event from which the bars were named had entirely passed out of existence. Bunte's *Tango* is still a popular bar but the fact that the *Tango* dance is now *passé* has added to the task of keeping this product alive. Who of you can remember the tune of the song, *Love Nest*? Yet the Euclid people have continued to market their bar through intensive effort. These are the exceptions, not the rule.

For the Hero Worshipers

The fifth classification of names based on people, characters, and animals is also very widely used in naming candy bars. Witness the names of

RED GRANGE	TY COBB
GILDA GRAY	MARK TWAIN
UNCLE BOB	MOLLY-O
STRONGHEART	GENERAL CUSTER
JACKIE COOGAN	

These names are used also because of their advertising hook-up. For a bar that is to enjoy a long life this classification of names is extremely dangerous, because the hero of today is pretty apt to be the "dub" of tomorrow. Suppose that some years ago in the heyday of his success someone had named a bar after Fatty Arbuckle and put a lot of advertising behind it. All the money that had been put into this bar would have been thrown to the winds.

For the manufacturer who wants to use the name of an individual our suggestion is to tie up to someone whose reputation is already made, unless the bar is purposely designed as a short-lived "once over" piece.

Bootleggers and Copy Cats

Regarding the last classification, that of bootleg names, but little need be said. These names, which depend for their existence on their proximity to the names of successful bars, are nothing but a detriment to the industry. The mere changing of a letter or a shade of meaning in order to confuse the public is the real source of constant difficulties in the candy business.

The Requisites of a Good Name

There are some very definite rules that any candy manufacturer can apply in naming his new product.

First, is the name distinctive and original?

Second, is it easy enough for a child to read and pronounce?

Third, will it stand the test of time?

Fourth, is it snappy?

If the answer to these questions is "Yes," then, my friends, you have the rudiments of a good name. From that point on the name you select is of no importance. After that the success of your product depends on the eating quality of candy you put under the wrapper and—in capital letters—the way you merchandise it.

My story to you concerns only the name. How it is handled after it is christened is another story—far more important than this one.

But, let me say this in touching on the relation between the name and the merchandising of the product. The steps in the purchase of your candy bar that Mr. or Miss Consumer unconsciously takes in selecting your product are:

First—The appeal to the eye.

Second—The pocketbook.

Third—The taste.

Bar candy sales are made impulsively—on the spur of the moment—usually when the consumer passes the package and the urge to buy flashes on his mind by the eye attraction. A few minutes ago I reeled off this mass of bar wrappers, every one of which had a different name. There was an object in this. I wanted to impress on you, gentlemen, the tremendous number of different candy bar names that are used. I knew that you would not be as impressed by my merely telling you about it. Your eye had to actually see it.

This brings us to another important phase of candy merchandising that has a direct bearing on the wrapper. *The eye remembers 22 times longer than the ear.*

Let me quote from the decision a judge rendered in connection with a famous candy name controversy. "The law is not made for the protection of experts but for the public—that vast multitude which includes the ignorant, the unthinking, the credulous who in making purchases do not stop to analyze, but are governed by appearance and general impressions."

These are important points to remember in connection with your candy bar business. "The public does not stop to analyze—it is governed by appearance and general impressions."

A Little More "Goodwilliness"—Please

But I am getting off my subject. Shakespeare said, "The name's the thing," and so it is. There has been altogether too much controversy and backfire over the name situation. If I might make a plea here today, it would be for closer co-operation and better feeling in regard to new names. After all, you are not merely selling your candy to the public. Don't forget that you are selling the public an idea—a habit. You want them to learn to eat candy, particularly in your case, bar candy. If you can accomplish this, you know that it is a foregone conclusion that you will get your share of the business.

A better feeling would exist in the candy busi-

ness. Too many manufacturers take a "dog in the manger" attitude in regard to names.

During the last few days I have jotted down some illustrations of difficulties that have been settled in an equitable manner. The Hopewell Chocolate Company, of Hopewell, N. J., gave to the Tacoma Biscuit Company, of Tacoma, Wash., the right to use the name, "You Said It." Both of these concerns can certainly use this name without stepping on one another's toes.

The Gurley Candy Company, of Minneapolis, wanted to use the name, Tommy Hawk. Samoset Chocolate Company were kind enough to give them full permission to use it and their assurance that they would not consider it an infringement on their name, "Tomahawk."

The Reymer Bros., of Pittsburgh, permitted the Pendergast Candy Company to use the name spelled "BO-K" in connection with their grape bar and assured them that they would not consider it an infringement on their general name, "Bouquet."

The National Candy Company, of St. Louis, permitted the Redel Candy Company, of Milwaukee, to use the name "Yumme."

Gunz-Durler, of Oshkosh, and Messenger, of Toledo, both of whom apparently had a good claim to the use of the name, "Cream Puff," gave their consent to the Princess Candy Company, of Milwaukee, for the use of the name.

There are undoubtedly many other instances of the same friendly spirit. Mr. Hughes could probably cite similar illustrations by the hour.

Many of you gentlemen here today lay claim to certain names which you are not using. Why not take a broad attitude? Give the other fellow the same chance that you would like to have under similar conditions. As long as he is not definitely going to injure your business by the use of this name, give him permission to use it.

Just one thing more. I spoke of bootlegging names—there is plenty of bootlegging of styles of candy going on. A writer of a recent trade article said that many a manufacturer of a distinctive piece of candy worries lest his competitor might be camping on the other end of his enrobe ready to grab the idea even before it is on the market. It is not necessary to appeal to any altruistic motives. From the cold standpoint of good business it is decidedly to your interest to invent something new—work out your own ideas; you'll be farther ahead in the end.

If you want to make a product like the other fellow's, go to him honestly like Mr. Blakesley of the Bradley-Smith Company did. He paid \$500 to Henry Witty, of Chicago, for the formula and rights to manufacture a product similar to Witty's Opera Roll in the Bradley-Smith plant at New Haven. Their territory did not conflict and Mr. Blakesley realized that the originator was entitled to some fruits of his efforts.

In closing, I want to make a plea for better fellowship, more consideration and an appreciation of the fact that the candy business is growing only because of the combined advertising efforts of all of you.



A Flank of Boardwalkers opposite entrance to the Steel Pier

Among those Present

who registered at the 44th Convention of the N. C. A. Atlantic City

Manufacturing Confectioners

CANADA

Moirs, Ltd., Halifax; Ernest M. C. Moir.
William Neilson, Ltd., Toronto; H. M. Challenger,
A. J. Lister, R. P. Smith.
J. S. Fry & Sons, Ltd., Montreal; E. J. Greenway.
Walter M. Lowney Co., Ltd., Montreal; Edmund
Littler, Wm. C. LePetrie.
Vaillancourt, Ltd., Montreal; Arthur Vaillancourt.

ARKANSAS

The Smith Candy Co., Ft. Smith; Davis Crane.

CALIFORNIA

Bishop Co., Los Angeles; Frank Hester.

COLORADO

O. P. Bauer Conf. Co., Denver; J. J. Jacobs.
The Cosner Co., Denver; Jos. Shapiro.
W. C. Nevin Candy Co., Denver; L. C. Blunt.

GEORGIA

Brower Candy Co., Atlanta; Walter A. Brower.
The Nunnally Co., Atlanta; A. S. Hopkins.
Hollingsworth Candy Co., Augusta; N. F. Fiske.

ILLINOIS

E. J. Brach & Sons, Chicago; C. O. Dicken.
Bunte Bros., Chicago; Chas. F. Bunte, E. W. Cline.
Cracker Jack Co., Chicago; E. A. Wegner, F. A.
Russell.
E. H. Edwards Co., Chicago; E. H. Edwards.
Goelitz Confectionery Co., North Chicago; E. F.
Kelley.
Reed Candy Co., Chicago; Wm. P. Reed.
Shotwell Mfg. Co., Chicago; A. H. Shotwell, J. P.
Garrow.
Williamson Candy Co., Chicago; Geo. H. Williamson.

INDIANA

Heit Miller Lau Co., Ft. Wayne; W. C. Hickmeyer.
Dilling & Co., Indianapolis; Guy Cronkite.

LOUISIANA

Jacobs Candy Co., New Orleans; Mose Jacobs.

MARYLAND

Baltimore Candy & Tobacco Co., Baltimore; I. F.
Kortman.

Geo. Blome & Son Co., Baltimore; Jerome F. Blome.
Crescent Candy Co., Baltimore; Alvin Riebling.

Dawson & Co., Baltimore; A. M. Dawson.

John H. Dockman & Son, Inc., Baltimore; Louis A.
Dockman.

Fred E. Foos Candy Co., Baltimore; Fred E. Foos.
Headley Chocolate Co., Baltimore; R. E. Rodda.

E. H. Josselyn, Baltimore; E. H. Josselyn.

McDowell Pyle Co., Inc., Baltimore; Charles P. Pyle.
Voneiff-Drayer Co., Baltimore; John Voneiff, S. M.
Drayer.

MASSACHUSETTS

Cox Confectionery Co., Boston; W. S. Cox.

Durand Co., Boston; L. J. Brackett.

Gold Brand Confectionery, Inc., Boston; Abraham
Herwitz.

Lovell & Covell Co., Boston; N. Edwin Covell.

Walter M. Lowney Co., Boston; W. H. Belcher.

New England Conf. Co., Boston; H. R. Chapman,
Horace S. Ridley.

Noble-Jackson Co., Boston; Wm. C. Hartman, Noble
T. Jackson, Jos. J. Mulhern.

Phoebe Phelps Caramel Co., Boston; Herbert F.
Roberts, Helen F. Roberts.

THE MANUFACTURING CONFECTIONER

F. H. Roberts Co., Boston; W. H. Cole, Deane M. Freeman.
Samoset Chocolate Co., Boston; Edwin F. Gibbs.
W. F. Schrafft & Sons Corp., Boston; E. H. Savage, Geo. F. Schrafft, S. A. Vanner, Wm. V. Wallburg, James R. White, Alick G. Richardson.
United Candy Co., Boston; Harry W. Taylor, Frank K. Bower.
George Close Co., Cambridge; Geo. H. Bunton.
H. D. Foss & Co., Cambridge; H. D. Foss, O. J. Kock.
Potter Conf. Co., Cambridge; Arthur H. Potter, Thos. E. Potter.
Kibbe Bros. Co., Springfield; R. R. Cleeland, Robt. J. Cleeland.

MICHIGAN

Fred Sanders, Detroit; Aug. Rettke.
National Candy Co., Grand Rapids; R. R. Bean.
J. O. Gilbert Chocolate Co., Jackson; J. O. Gilbert.
Lambert Chocolate Co., Jackson; B. E. French, H. B. Gilbert.

MINNESOTA

Gurley Candy Co., Minneapolis; J. A. Gurley.
The Paris Factory, National Candy Co., Minneapolis; Hal C. Paris, Ben Paris.
Allen-Qualley Co., St. Paul; John Hall Allen.
Henry C. Garrott, Inc., St. Paul; David W. Aberle.
A. M. Ramer Co., St. Paul; Geo. H. Ramer, R. M. Winslow.
Sanitary Food Mfg. Co., St. Paul; L. S. Autrey.
Schuler Chocolate Factory, Winona; Chas. C. Schuler.

MISSOURI

Loose-Wiles Co., Kansas City; Halbert H. West.
Chase Candy Co., St. Joseph; C. C. Chase.
Douglas Candy Co., St. Joseph; John M. Douglas.
Mueller-Keller Candy Co., St. Joseph; Fred M. Keller.
Natioanl Candy Co., St. Louis; V. L. Price.
Switzer's Yellow Jack Co., St. Louis; G. B. Murphy.

NEW JERSEY

Lewis Bros., Inc., Newark; Bernard Lewis.
Schwarz & Son, Newark; Jacob L. Schwarz, Louis M. Schwarz.
Belle Mead Sweetmakers, Trenton; Leo A. Bannon, H. N. Falvey.

NEW YORK

W. P. Chase Candy Corp., Brooklyn; W. P. Chase.
Walter W. DeBevoise, Brooklyn; W. W. DeBevoise, O. J. Webb.
Elbee Chocolate Co., Brooklyn; Samuel Levine, Jacob Milch, E. I. Epstein.
Estate of Marie Hoelderlein, Brooklyn; Wm. Hoelderlein.
Euclid Candy Co., Brooklyn; Louis Glick, Geo. C. Wilson.
E. Greenfield's oSns, Brooklyn; Fred H. Livingston, W. C. Keish.
Mason, Au & Magenheimer, Brooklyn; Chas. F. Haug, A. E. Eder.
J. Mendell Candy Co., Brooklyn; Herbert Mendell.
National Licorice Co., Brooklyn; H. W. Petherbridge, Chas. A. Smylie, H. A. Hargous, N. I. Whitcher.
Novia Candy Co., Inc., Brooklyn; John J. Ballweg.
Pechcus Lozenge Co., Brooklyn; E. J. Pechcus.
Wallace & Co., Brooklyn; A. M. Keiley.
Williamson Candy Co., Brooklyn; H. M. Applegate.
William H. Wischmann, Inc., Brooklyn; H. G. Wischmann.
J. W. Glenn, Buffalo.
National Candy Co., Buffalo; A. C. Kaufhold.
Beech-Nut Packing Co., Canajoharie; W. B. C. Washburn.
Allen & Andrews, Corning; William W. Allen, Jos. L. Andrews.
W. I. Booth, Elmira; Wilfrid L. Booth.
Fair Play Caramels, Inc., Johnson City; J. W. Trauger.
D. Arnould Co., New York City; Ben C. Weisberg.
D. Auerbach & Sons, New York City; J. T. Auerbach.
G. Cella, New York City; Alfred Bianchi.
Hawes, Willard & Co., New York City; Maurice C. Hill.

Hawley & Hoops, New York City; Herman L. Hoops, Ernest W. Hoops.
Henry Heide, Inc., New York City; Andrew P. Jaeger.
Frank P. Kruger & Co., New York City; Frank P. Kruger.
P. Margarella, New York City; P. Margarella.
Park & Tilford, New York City; Philip F. Cohen.
Frank G. Shattuck Co., New York City; Frank G. Shattuck, W. H. Reynolds.
Up-to-Date Candy Mfg. Co., New York City; Albert Horowitz, I. Kamber.
Oswego Candy Works, Oswego; J. M. Long.
Rochester Candy Works, Rochester; A. S. Colebrook, M. W. Colebrook.
O. T. Stacy Co., Rochester; W. A. Stacy.

OHIO

Doscher Bros. Co., Cincinnati; John Doscher.
Nuss Confectionery Co., Cincinnati; Y. R. Nuss, J. Nuss.
Ed. Messer Conf. Co., Cincinnati; C. W. Vaughn, E. S. Clarke.
Edward M. Becker Co., Cleveland; Edw. M. Becker, E. F. Daub.
Euclid Candy Co., Cleveland; J. A. McKey, W. Lee Rooke.
The Max Glick Co., Cleveland; Max Glick.
The Runkle Co., Kenton; Walter T. Johnson.
F. J. Banta & Son Co., Lima; F. J. Banta.
C. W. Costello, Lisbon.

OREGON

Tru-Blu Biscuit Co., Portland; W. A. McDonald.

PENNSYLVANIA

Olympia Candy Kitchen, Chambersburg; James Pananes.
Abel's, Easton; R. C. Seibel, Howard Whitner.
F. S. Love Mfg. Co., Johnstown; M. H. Saxe.
American Caramel Co., Lancaster; H. A. Winter-knight.
Helm Candy Co., Lancaster; E. E. Helm, E. Willis Helm.
Crown Chocolate Co., McKeesport; J. J. Bedell, Secy.
Brandle & Smith Co., Philadelphia; Frank B. Putt.
Cocanut Specialty Co., Philadelphia; C. Ray Wilson.
Douglas Caramel Co., Philadelphia; Lucien A. Hauslein.
Heidelberger Conf. Co., Philadelphia; Gus Heidelberger.
Dewitt P. Henry Co., Philadelphia; J. H. Dreyfuss, E. Earle Jackson.
Minter Bros., Philadelphia; Clayton Minter, Ira W. Minter.
Quaker City Chocolate & Conf. Co., Philadelphia; Wm. B. Roskam.
J. Frank Shellenberger Co., Philadelphia; J. Frank Shellenberger.
Stephen F. Whitman & Son, Philadelphia; Louis L. McIlhenney, W. C. Stokes.
Ph. Wunderle, Philadelphia; Fred V. Wunderle.
D. L. Clark Co., Pittsburgh; D. L. Clark.
Eatmor Chocolate Co., Pittsburgh; Roy Z. Hershey.
Hardie Bros. Co., Pittsburgh; J. L. Hardie, J. D. McGlumphy.
The Hein, Pittsburgh; John J. Hein.
Wm. H. Luden, Inc., Reading; R. N. Cadle, A. Donald Stewart.
Wilkes-Barre Maid Candy Co., Pittston; Jos. W. Bianco.
Planters Nut & Chocolate Co., Wilkes-Barre; A. Obici.
York Caramel Co., York; A. E. Sander, W. T. Brierly, W. H. McDowell.

RHODE ISLAND

Gibson's, Providence; J. Fred Gibson.

SOUTH DAKOTA

Ward Owsley Co., Aberdeen; Wm. Owsley.

TENNESSEE

Brock Candy Co., Chattanooga; W. E. Brock, W. Brock, Jr.
Littlefield & Steere Co., Knoxville; A. N. Littlefield, W. J. Bacon, John P. Bacon.
Oliver-Finnie Co., Memphis; Wm. E. Holt, Jr.

REGISTERED AT THE CONVENTION

TEXAS

King Candy Co., Ft. Worth; Olin Davis, Porter King.
Panburn Co., Ft. Worth; I. C. Parker, W. B. Usrey.

VIRGINIA

Harris Woodson Co., Lynchburg; H. H. Harris, R. A. Harris.
R. H. Hardesty Co., Richmond; R. H. Hardesty.
Planters Nut & Chocolate Co., Suffolk; M. Peruzzi.

WASHINGTON

Imperial Candy Co., Seattle; John Dudley Roberts.
John D. Hamilton Co., Tacoma; John D. Hamilton.

WISCONSIN

The Bonita Co., Fond du Lac; E. B. Hutchins.
Montague Fairbairn Co., La Crosse; D. S. Fairbairn.
American Candy Co., Milwaukee; Louis Kuhn.
Eline's, Inc., Milwaukee; Frank Christ, W. T. Hawkins, J. F. Mann.

Manufacturers of Chocolate

CALIFORNIA

Riesener Chocolate Co., San Francisco; Wm. P. Vesel.

CONNECTICUT

Stollwerck Choc. Co., Stamford; Col. J. H. Begley, F. J. Turnbull.

ILLINOIS

Fortune Products Co., Chicago; John L. Fortune.
E. A. & A. Opler, Inc., Chicago; Edmond Opler.

MASSACHUSETTS

Chocolate Refiners, Inc., Mansfield, Mass.; F. W. Bingham.
Massachusetts Chocolate Co., Boston; Herbert Nash, Jr., Harris A. Hamlin.
Rice Chocolate Co., Everett; W. E. Adams, R. B. Rice.

NEW JERSEY

Hooton Chocolate Co., Newark; M. J. Dodd, W. H. Watt.

NEW YORK

F. Bischoff, Inc., Brooklyn; A. H. French.
Elbee Chocolate Co., Brooklyn; S. I. Epstein.

Rockwood & Co., Brooklyn; Harry E. McClurg, Samuel W. Reece, H. R. Burbank, B. F. Cloggett, H. G. Day, Stephen P. Goble, Henry Hartst, P. F. Jones, Samuel Opler, Charles E. Yunkers.

Merckens Chocolate Co., Buffalo; Wm. E. Merckens.
Peter Cailler Kohler Swiss Chocolate Co., New York City; Guy S. Jenkins.

Runkel Bros., Inc., New York City; Maurice Fieux, A. M. Mullens, Charles Dudley, Wayne Hornbaker, W. B. Naugler, J. F. Weaver.

PENNSYLVANIA

Hershey Chocolate Co., Hershey; P. W. Pugh, G. C. Phillips.

Ideal Cocoa & Chocolate Co., Lititz; H. D. Bitzer.
Bachman Chocolate Mfg. Co., Mt. Joy; J. A. Bachman, Solon Barr.

H. O. Wilbur & Sons, Philadelphia; Howard Jones, H. H. Simpson, F. J. Stokes, L. H. Wilbur, Charles W. Pryor, S. H. Stayton.

Klein Chocolate Co., Elizabethtown; O. H. Greenfield, Arthur Griffiths.

Blumenthal Bros., Philadelphia; Meyer Blumenthal.

Supply and Equipment Firms

CALIFORNIA

Sunland Sales Association, Fresno; Ed. Buchanan, L. T. Rankin, D. J. Watson, M. B. Peralta.

COLORADO

Deline Mfg. Co., Denver; I. A. Deline.

ILLINOIS

American Can Co., Chicago; Howard E. Dygert, J. F. Jennings.

Betts Products Co., Chicago; Geo. L. Betts, Peter Rose.

Davis & Davis, Inc., Chicago; Alex. M. Davis.

Food Materials Corp., Chicago; R. J. Rooney.

Fortune Bros. Co., Chicago; John L. Fortune.

Glidden Food Products Co., Chicago; Chas. Mongere.

Hohberger Mfg. Co., Chicago; J. T. Hohberger.

Knickerbocker Case Co., Chicago; R. S. Thompson.

H. Kohnstamm & Co., Chicago; Hugo Pulver.

National Aniline & Chemical Co., Chicago; Dr. Fred E. Beecher.

Savage Bros. Co., Chicago; R. J. Savage.

H. Schultz & Co., Chicago; F. P. Wagner, Jr.

Semrad Chemical Co., Chicago; Paul A. Semrad.

Shellmar Products, Chicago; Bert Martin.

United Chemical & Organic Products Co., Chicago; J. W. Burns, Jack Hafner, Frank R. Johnson, Percy T. Storr.

White-Stokes Co., Chicago; H. O. Stokes, Louis O. Stokes, R. J. Burke.

A. E. Staley Mfg. Co., Decatur; J. W. Hixson, Roy M. Ives, Wm. H. Randolph, Jas. J. Sleight, C. C. Hollis.

Moline Malleable Iron Co., St. Charles; H. J. Ferguson.

INDIANA

Edw. E. Cox, Hartford City; E. E. Cox, Jack Dolan.

IOWA

Clinton Corn Syrup Ref. Co., Clinton; A. P. Bryant, Geo. E. Corson.

KENTUCKY

U. S. Foil Co., Louisville; H. G. Hanks, C. B. Kniskern, F. W. Kephart.

MARYLAND

H. Gamse & Bro., Baltimore; Norman Loewenberg.
C. M. Pitt & Sons Co., Baltimore; Arthur C. Bell, C. Blake Pitt.

Sugar Sanding Machine Co., Baltimore; Charles Mahan.

Tin Decorating Co., Baltimore; Jules Smucker, Hugh J. Kelleher.

MASSACHUSETTS

Carter Rice & Co., Boston; T. T. Maloney.

Crystal Gelatine Co., Boston; H. Gordon Mitchell.

Essex Gelatine Co., Boston; Lewis B. Esmond, Dr. W. W. Duecker, Herbert K. Beiser, F. E. Poulterer, R. E. MacFarland.

T. M. Duche & Sons, Boston; M. Karp.

Harry L. Friend, Boston; Harry L. Friend.

Revere Sugar Refining, Boston; W. Proudfoot.

Morrow Bros., Inc., Boston; Ernest F. Morrow, Harold K. Morrow.

J. W. Greer Co., Cambridge; J. W. Greer, F. W. Greer.

Hampden Glazed Paper Co., Holyoke; A. M. Chalmers.

National Equipment Co., Springfield; Frank H. Page, Kenneth B. Page, H. C. Baum, A. L. Bausman, Wm. G. Tucker, B. E. C. Gillette, Frank S. Moulton, Will D. Slagle, C. B. Turner.

Associated Woodenware Mfrs., Fitchburg; Geo. Butterfield.

Newcraft Coating Machine Co., Springfield; H. H. Handy.

Package Machinery Co., Springfield; Roger L. Putnam, Geo. A. Wohlman, H. L. Davis, Philip Schlemmer, E. G. Westervelt.

Package Paper Co., Springfield; W. R. Bullard, O. J. Wilts.

J. O. Whitten Co., Winchester; Henry L. Haas.

Atlantic Gelatine Co., Woburn; Adrian Le Roy.

MICHIGAN

Foot & Jenks, Jackson; Charles R. Foote, C. H. Redding, T. J. Torjusen.

Baker-Perkins Co., Saginaw; Miles N. Allen, Casper W. Krack.

THE MANUFACTURING CONFECTIONER

MINNESOTA

A. Huhn Mfg. Co., Minneapolis; Alex. G. Huhn.

MISSOURI

Confectioners' Equip. Co., Kansas City; C. W. Jackson.

Anheuser-Busch, Inc., St. Louis; H. F. Ziegler, Frank J. Kiernan, Frank Ragan.

Blanke-Baer Ext. & Pres. Co., St. Louis; Samuel H. Baer, J. S. May, Jas. B. O'Connor.

M. A. Brown Paper Box Co., St. Louis; Fred E. S. Renco.

F. J. Schleicher Paper Box Co., St. Louis; L. H. Schleicher, B. F. Fischer, A. K. Schleicher, Frank H. Schleicher.

NEW JERSEY

Bentz Engineering Corp., Newark; A. G. Luders, W. E. Lowell.

Carrier Engineering Corp., Newark; W. A. Bornemann, Dan C. Lindsay, Paul R. Rose.

NEW YORK

Beech-Nut Foil Co., Brooklyn; Melville K. Weill, Irving P. Macauley.

Thos. Burkhard, Inc., Brooklyn; Thos. Burkhard.

Von Dannenberg & Co., Brooklyn; Howard T. McKee.

Ideal Cup Corporation, Brooklyn; F. E. Ruhling.

A. D. Shoup Co., Brooklyn; H. L. Dikeman, Robert W. Proom.

Universal Folding Box Co., Brooklyn; H. B. Atkin.

Kellogg Products, Inc., Buffalo; R. M. Gallagher.

Schreiber Products Corp., Buffalo; W. M. Brownell.

Ideal Wrapping Machine Co., Middletown; Fred B. Williams.

American Can Co., New York City; Edmund Hoffman, Edmund Hoffman, Jr., C. Steadman Stephens, T. E. Allwyn.

American Maize Sales Corp., New York City; C. G. Linker.

A. Aron & Co., Inc., New York City; T. J. Mahoney.

Atlantic Litho Co., New York City; F. Lloyd.

Bendix Paper Co., New York City; Paul R. Bendix, R. H. Harding, R. L. Magaw.

Best Foods, Inc., New York City; J. Harris Jones, Geo. A. Brown, Jas. H. Metz, Wesley Plath.

Candy & Chocolate Equipment Co., New York City; Alex. Hart, Jr., John Sheffman.

Corn Products Refining Co., New York City; Louis H. Lister, Fred Mueller, C. C. Van Buskirk, C. H. Kirkland, Wm. A. Calhoun.

Crown Fruit & Ext. Co., New York City; E. R. Jagenburg, W. E. Larkin.

Daarnheuer & Co., Inc., New York City; Walde-mar Muller.

R. S. Delapenha & Co., Inc., New York City; R. S. Delapenha.

Dry Milk Co., New York City; Frank J. Torrens, H. W. Walker.

T. M. Duche & Son, New York City; L. L. Kennedy, H. H. Plaisted.

Thos. W. Dunn Co., New York City; F. E. Hollweg.

Franz Euler & Co., New York City; F. Euler, Jr.

Ferguson & Haas, Inc., New York City; Edw. Haas, A. B. Hull.

The Fleischmann Trans. Co., New York City; G. L. Weeks, Jr.

Fritzsche Bros., New York City; J. R. Eller.

Habicht, Braun & Co., New York City; C. J. Braun, A. T. Cavart, J. Huelsen.

Haug & Co., New York City; Geo. Haugwitz, R. G. Moench.

Adolph Hirsch, Inc., New York City; Max Rothafel.

R. R. Heywood Co., Inc., New York City; R. R. Heywood, Jos. L. Bromley.

Henle Wax Paper Mfg. Co., New York City; Sidney Jacobson, Frank J. McCormack.

Importadores, Inc., New York City; Julius J. Heyden.

Kay-White Products, New York City; N. W. White, Sidney Ross.

A. Klein & Co., Inc., New York City; A. Klein, Jos. Ehrenfeld.

H. Kohnstamm & Co., New York City; Ludwig Lader, Harold Weil, J. J. Woolf.

Lehmaier, Schwartz & Co., New York City; A. O. Palmedo.

J. M. Lehmann Co., New York City; Ernie Raue.

L. A. Liebs Co., New York City; L. A. Liebs, J. R. Seligman.

L. Lippmann & Son, New York City; L. Lippmann.

Marx & Rawolle Corp., New York City; Jos. A. Gavin.

Geo. A. Mendes & Co., New York City; J. C. Wahmann, R. Schwarz.

M. Michaelis & Sons, New York City; H. M. Michaelis.

Milligan & Higgins Gelatine Co., New York City; C. Blake.

National Aniline & Chem. Co., New York City; Frank W. Green, Dr. L. J. Matos, Harry Roebke.

National Sugar Refining Co., New York City; A. D. Palmer.

The Niger Co., Inc., New York City; H. W. King, J. H. Redding.

The Nulomoline Co., New York City; Wm. Lohr, Jas. P. Booker, Charles Fahrenkamp, Ned Fuad, Jas. A. King, Gordon H. Wilcox.

Penick & Ford Sales Co., New York City; D. P. O'Connor, G. C. Collerman.

E. Pick Co., New York City; E. Pick.

Rayner & Stonington, Inc., New York City; S. Y. Coyne.

C. Schroeter, Inc., New York City; O. G. Vollmer.

J. C. Shriner Co., New York City; Jesse C. Shriner, Donald W. Shriner, J. S. Barr.

Harold A. Sinclair, New York City; Harold A. Sinclair, F. A. Crotty, F. J. Woods.

Snyder & Wheeler, New York City; Robert Jackson.

Union Confectionery Machinery Co., New York City; Herman Greenberg, Jos. Greenberg, Charles Babin.

T. C. Weygandt Co., New York City; Oscar A. Haas.

Whiting-Patterson Co., New York City; Arthur F. Haise.

Widmayer & Jungling, New York City; F. W. Widmayer.

John Werner & Sons, Rochester; A. F. Miller.

General Electric Co., Schenectady; John J. Curtin, T. H. Reeves.

Merrell-Soule Co., Syracuse; J. F. Magruder.

OHIO

Rheinstrom Bros. Co., Cincinnati; Melville S. Weilman, Jos. Shiff.

Procter & Gamble Co., Cincinnati; B. B. George, Jas. G. Farrell.

United Paper Box Mfg. Co., Cleveland; E. E. Davis.

Ball Cream Beater Co., Dayton; R. F. Monahan.

Pilliod Cabinet Co., Swanton; T. J. Pilliod.

Hobart Mfg. Co., Troy; M. K. Akers.

Toy Kraft Co., Wooster; Geo. Heisler.

PENNSYLVANIA

L. F. Grammes & Sons, Allentown; M. M. Gottlieb.

Franklin Sugar Refining Co., Philadelphia; Dr. Martin Blix, W. E. Buchanan.

Thos. Mills & Bro., Philadelphia; Geo. M. Mills, John G. Mills.

Henry Ottens Mfg. Co., Philadelphia; Wm. E. Weber.

C. F. Simonin & Sons, Inc., Philadelphia; J. E. Hill.

Aluminum Co. of America, Pittsburgh; Edwin J. Mejia.

VIRGINIA

Cocoa Prod. Co. of America, Norfolk; Guy Osborn.

WASHINGTON

Crescent Mfg. Co., Seattle; Wm. Booth, F. J. Flade, E. G. Hamel, Bruce Hartman, A. B. Honywell, G. N. Mindling.

WISCONSIN

Menasha Wooden Ware Co., Menasha; W. E. Bond.

Milwaukee Label & Seal Co., Milwaukee; E. H. Corrigan.

Milwaukee Printing Co., Milwaukee; Roy E. Hanson, Wm. Heller, C. D. Ackerman, Wm. Ginsberg, John C. Hart, H. Herkenroder, Orrie L. Rice, V. P. Connolly.

Racine Conf. Machy. Co., Racine; E. E. Cahoon, R. S. Hislop, A. Warren Peterson, Wm. L. Walton.

REGISTERED AT THE CONVENTION

MISCELLANEOUS

Wynn-Knox Candy Co., Birmingham, Ala.; A. S. Wynn.
 George Baker, East Hamilton, Ontario, Canada.
 Bureau of For. & Dom. Commerce, Washington, D. C.; R. L. Purdon.
 Thornton Bros., Jacksonville, Fla.; M. B. Thornton.
 Southern Whole. Conf. Assn., Atlanta, Ga.; J. M. Clark.
 M. J. Cohn & Co., Chicago, Ill.; J. Cohn.
 Lannen & Hickey, Chicago, Ill.; T. J. Hickey.
 National Conf. Assn., Chicago, Ill.; W. Parker Jones, Wash. Rep.
 Lengsfeld Bros., New Orleans, La.; B. H. Lengsfeld, J. H. Lengsfeld.
 Judkins & Sons, Boston, Mass.; Everett Judkins.
 New England Conf. Assn., Boston, Mass.; O. M. Jacobs.
 Williams Bros., St. Joseph, Mich.; D. Williams.
 Morton Gum Co., Kansas City, Mo.; J. T. Morton.
 Fisher-Brown Adv. Agency, St. Louis, Mo.; Harry R. Wilson.
 Society Manufacturing Conf., St. Louis, Mo.; O. L. Moore.
 National Conf. Assn., St. Louis, Mo.; C. S. Clark.
 Pennsylvania R. R., Atlantic City, N. J.; C. A. Gratzner, Agt.

Winthrop M. Baker, East Orange, N. J.
 Berkowitz Bros., Inc., Newark, N. J.; Harry Berkowitz.
 M. Sichel, Newark, N. J.; Barnard Sichel, Moses Sichel.
 Elmer R. Kreher, Inc., Buffalo, N. Y.; Elmer R. Kreher.
 Davis Warn Co., Inc., Jamestown, N. Y.; H. F. Davis.
 Bard & Margolies, Brooklyn, N. Y.; Joe Bard, I. M. Margolies.
 E. D. Anderson, Inc., New York City; John Forsman.
 S. E. Giudici & Co., New York City; S. E. Giudici.
 C. R. Massi, New York City; Geo. C. Tooker, Partner.
 Nieschlag & Co., Inc., New York City; S. E. Giudici.
 Tropic Foods, Inc., New York City; M. M. Eckstein.
 I. Witkin & Co., New York City; Isaac Witkin.
 Lavalley & Koch Co., Toledo, Ohio; Walter Horack.
 American Forest Products, Philadelphia, Pa.; Harry W. Daniels.
 John M. Driver Co., Philadelphia, Pa.; J. Harvey Rex.
 Jacob Hartmann, Philadelphia, Pa.; Jacob Hartmann.
 Albin L. Mehler, Philadelphia, Pa.
 Kidder & Hutchens, Warren, Pa.; E. M. Hutchens.

SUMMARY

Representatives of Candy Manufacturers.....	216
Number of Candy Firms Represented.....	153
Representatives of Supply Firms.....	253
Number of Supply Firms Represented.....	136
Representatives of Chocolate Firms.....	43
Number of Chocolate Firms Represented.....	18
Representatives of Trade Publications.....	14
Miscellaneous Registrations.....	39
The Ladies.....	114
Total Registration (as of May 25th).....	679

Resolutions Adopted at 44th N. C. A. Convention

(Continued from page 33)

Committee to make a thorough study of depreciation, maintenance and obsolescence of machinery, fixtures and equipment used by Candy Manufacturers and to make such investigation relative to rates of depreciation in other manufacturing industries as may be advisable for the purpose of establishing reasonable and fair rates of depreciation on various kinds or classes of machinery, fixtures and equipment used by the Candy Industry; and said Committee shall submit to the Executive Committee for approval a complete report of its findings and recommendations; and that such expenses incidental to the work of said Committee, as shall be authorized by the Executive Committee, shall be paid by this Association.

Survey of Confectionery Industry by U. S. Department of Commerce

(Appreciation to Dept. Com.)

WHEREAS: The United States Department of Commerce has shown a most commendable and splendid spirit of cooperation in its decision to undertake a survey of the candy industry, and, Whereas: The information which will be obtained through the medium of the survey will be of inestimable

benefit and value to the entire candy industry, and

WHEREAS: The industry is greatly in need of authoritative statistical information pertaining to candy distribution which can be used by the various branches of the industry in connection with the merchandising plans of the manufacturers, jobbers and retailers, and, Whereas, We are grateful for the opportunity to cooperate with the Department in undertaking the survey and will lend every reasonable assistance in connection therewith, therefore be it

RESOLVED: THAT the National Confectioners' Association, in Convention assembled, tenders to the United States Department of Commerce, our sincere appreciation of its efforts in our behalf and the splendid spirit of cooperation shown by the Department in sending its representative, Mr. R. L. Purdon, to this Convention for the purpose of giving us detailed information relative to the method of taking the survey which will beyond doubt further increase the spirit of friendly cooperation and good feeling which has always existed between the members of this Association and the United States Department of Commerce.

Problems of the Confectionery Industry

(Continued from page 37)

of the Federal Trade Commission address our convention. At the conclusion of his address we will bring before the convention the plan by which we hope, with the assistance of the commission, to correct unfair trade practices within our industry.

Resale Price

The resale price absolutely enforced is the only solution of the jobbers' problem. But this is almost the millennium, for in order to be lawful it means that every manufacturer must take such action independently of any other manufacturer and without agreement with any jobber or group of jobbers. Many manufacturers have established resale prices, but very few are enforcing them. I don't believe this is because the manufacturer doesn't want to but because he can't. There is no way of checking the acts of jobbers who want to cut a resale price, because there are so many ways of cutting that can't be checked by any system known to anyone. There can be no good reason why a manufacturer should not want a jobber to make a fair profit and there are many reasons why he does want him to do so. But if jobbers will not maintain resale prices the manufacturer is helpless, because it is absolutely impossible for a manufacturer with a wide distribution to control the situation, and even when a manufacturer refuses to sell a jobber whom he has found to be a price cutter, bootlegging starts in and from some source or other the price cutting jobber gets the candy he wants. It is a shame that such a condition exists, because there is no benefit to the consumer that increases consumption. It is simply a case of the jobbers giving to the retailer what he, the jobber, is entitled to as a fair margin of profit.

Cooperative Advertising and Educational Work

The industry has pledged for this work \$850,000.00 for a period of three (3) years. The first year's installment has been called and mostly paid.

The cost of securing these pledges and the presentation of the plan has been most reasonable and unusually small compared to the cost to other industries. We were particularly fortunate in having as our financial campaign director a man of Mr. Clark's ability and integrity.

The plan before its adoption by the advertising and executive committees was submitted to all classes of the industry in all sections of the country and after this was done, as a final method of approval it was submitted to advertising managers of leading advertisers in our industry. Everything that could be done was done to be sure we were right before we went ahead. The agency in charge of the advertising is under the direction of an advertising committee consisting of Mr. Geo. H. Williamson, Mr. A. M. Kelly and Mr. W. C. Dickmeyer. This committee works under direction of the executive committee.

We must not forget that our efforts in actual advertising and educational work is only two and one-half months old. In other words, we've just started. We have every reason to believe

that that which we hoped to accomplish will materialize. We have five objects in view:

Five Objectives

To correct unjust prejudices against candy and to educate the American public as to the real food value of candy. This is part of our educational work.

To increase the demand for candy on the special holidays and eventually developing enough holidays to affect a full year's business.

To develop new buying customs, like "The Home Candy for Sunday."

To establish new customs in the use of candy.

To educate and assist the retailer in better merchandising methods.

It will take time to accomplish these things and there seems to be only one thing standing in the way of their accomplishment and that is, the lack of a definite sales tie-up with our advertising by many of our members.

Just as it is necessary to effect a sales tie-up with individual advertising so is it also necessary in connection with your industry's advertising.

Special Officers

You have an active force of special officers constantly at your service and looking after your interests, and the work of these men is of the kind that doesn't get them into the limelight, for they like many of your committees, serve by preventing detrimental actions against your industry, by helping individuals with their problems and guiding your officers and committees in their work. I know what these men do and they are a valuable and necessary asset to your industry.

I refer to Mr. Hickey, your general counsel; Mr. Jones, your Washington representative; Mason, Fenwick & Lawrence, your trade mark counsel; Dr. Bryant, your consulting chemist.

Your Secretary and Treasurer

Here is the fellow who carries the load, who is constantly in the position of being damned if you do and damned if you don't. Like all of us he has his friends and his enemies.

He is a man with over 600 bosses. To please them all is humanly impossible.

He has made mistakes in judgment but who of us haven't.

I can and do earnestly say that if any credit is due my administration I owe it to Walter C. Hughes more than to anything else.

New Method of Doing Our Work

I want to call your especial consideration to the new method of doing our work, through the various special committees I've mentioned. I am sure you will appreciate how much more efficiently and thoroughly the various problems can be handled by men especially interested in them and qualified by practical experience to deal with them.

In closing I want to personally thank you all for the splendid cooperation you have given my administration and I know I can also express the same feeling for the other officers and members of the executive committee.

Protect Your Product In The Making

The Manufacturer who takes pride in his product will protect it in the making, by clothing his employees in sanitary work garments.

Anything and everything manufactured for human consumption should be protected while in process of production, by white Angelica uniforms. VISIBLY clean work garments guard against detrimental impregnation on the streets or in the homes where health conditions are unknown and uncontrollable dangers.

If *your* products are not now protected by white washable uniforms let us submit suggestions. The cost will be surprisingly low. You can buy direct from our factory, in any quantity, at factory cost plus one reasonable profit.

WHITE
ANGELICA
UNIFORMS

Style 31MQ.58 is a popular white slip-over Dress, made with set-in sleeves, and detached belt. Sizes 32 to 48. Sold direct to you at factory cost plus one reasonable profit. Angelica's merchandising policies coupled with big production places all advantages in your favor when dealing with us.

Our New Catalog, just off the press, shows the entire Angelica line, and is yours for the asking.



31MQ.58

ANGELICA JACKET CO.

Since 1878

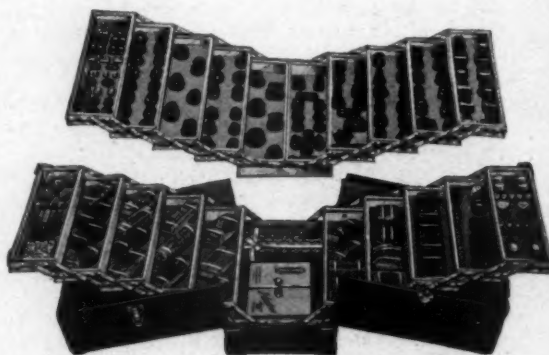
NEW YORK CITY,
104 W. 48th St., Dept. 43

ST. LOUIS, MO.,
1443 Olive St.

Set up ? or Setback !

Please the eye—first flash—and your battle is half won. Stage your line of samples, set 'em up to win, and the odds are all in your favor.

Set up or setback, which is it to be? Platinum mounting—or brass?



Samples should be not only complete, but neat, compact, fresh, and attractive. No ordinary case can keep them so, week in and week out.

Showmanship is the key to all our case designs. Some of the biggest sellers in the candy market were helped to success by our sales stagecraft.

No matter how long or how short your line may be, no matter how varied the sizes, there's one best way to show them. We've found that way for many others. We'll find it for you, if you'll tell us your sales display problems.

You ought to see some of our work as shown in our Album of Ideas. Sent free on request, your only obligation is to return it when finished. You can look it over at our booth during the convention, if you want to—or you can see our line there, too.

Knickerbocker Case Company

"Made Right" Sample Cases -- Since 1900

233 No. Clinton Street
CHICAGO, U. S. A.

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